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The American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

THESE 4 INGENIOUS *Wirz* TUBES

The smooth flowing action of these ingenious manicure tips is packaging and sales news, proving once again the adaptability of Wirz Tubes. We were privileged to cooperate with the creator and patentee, Appli-Tube Corporation for our client, Ohio Cosmetic Company, in producing these merchandising units. Let us help you with your packaging problem.

EXPORT DIVISION—751 Drexel Building, Philadelphia, Pa.

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30 E. 42nd Street	80 E. Jackson Blvd.	A. G. Spilker	Wurzburg Bros.	Roberto Ortiz Plano

COLLAPSIBLE METAL TUBES — TIN · ALUMINUM · TIN-COATED LEAD · LEAD · · LACQUER LINING

Jasmin 1941

ANNOUNCING ***Jasmin 1941 by Ungerer!*** Months ago, when today's deplorable condition in Jasmin absolute was first threatening, we proceeded into our development of Jasmin 1941. Now we are happy to present not just a Jasmin substitute, but the scientifically prepared Ungerer answer to one of your greatest needs. Every desired feature of the natural, even to the full distinctive floral note; all purpose in conception and use; yet very attractively priced—there you have Jasmin 1941.

If you have a problem with natural Jasmin, be absolutely safe—use Jasmin 1941 by Ungerer.

UNGERER & CO.

13-15 WEST 20th STREET NEW YORK

The traditional home of the Sandalwood tree

...IT COMES FROM MYSORE

THE World's finest Sandalwood—Santalum Album (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

There is no satisfactory substitute for the perfume value imparted by Genuine Mysore Sandalwood Oil.

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Most perfumers and soap manufacturers prefer to use natural products; due to uncontrolled supplies, prices often advance to such a point that they have to limit the use of natural products and use cheaper synthetic materials with varying success.

This situation will not develop in the case of genuine Mysore Sandalwood Oil. The Forest Department controls the cutting of trees in such an intelligent and farseeing manner that large or potentially large users of genuine Mysore Sandalwood Oil are assured adequate supplies at reasonable prices at all times.

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Distilled at our Linden, N. J., plant and offered only in original sealed and numbered containers.

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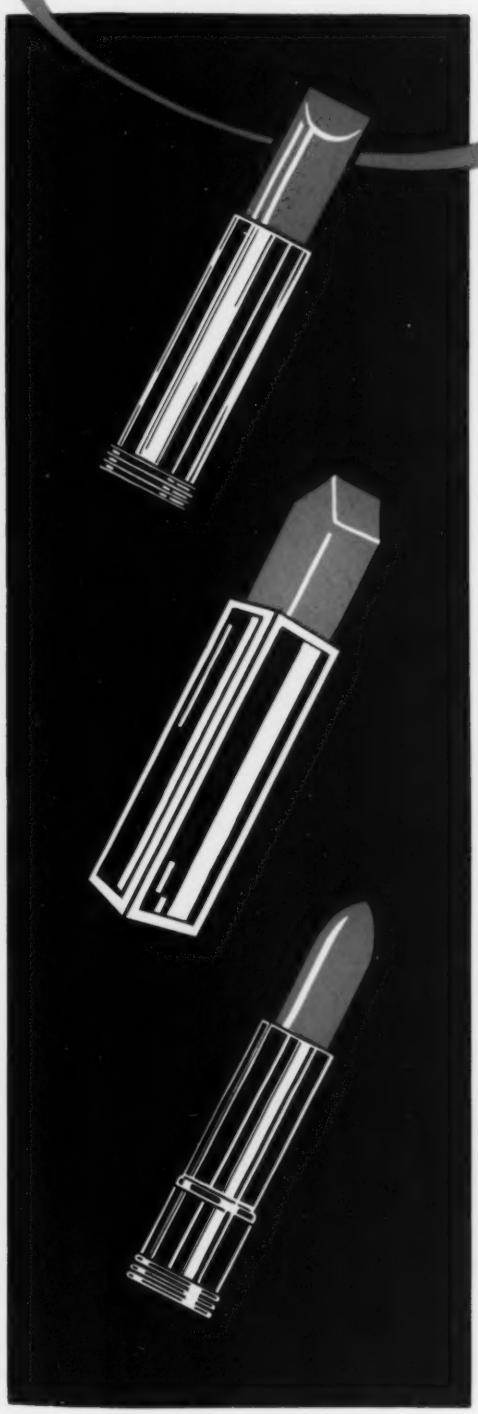
DRAEGER

Published monthly by Robbins Perfumer Company, Inc. Publication office, Chestnut & 56th Sts., Philadelphia, Pa. Editorial and Executive offices, 9 East 38th St., New York, N. Y. Subscription price $3.00 a year U. S. A. and Canada; foreign $4.00. Volume 41, No. 5. Entered as second class matter December 29, 1938, at the Post Office at Philadelphia, Pa., under Act of March 3, 1879.

Radiance
LIPSTICK



"Judge a man by the company he keeps" —*just as women judge a lipstick by the* COLOR *it keeps.*

And they *do* judge a lipstick by the color it keeps, just as they continually note its stay-on qualities, its non-greasy appearance and its "sweat-proof" characteristics.

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VAN AMERINGEN

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A timely development recently completed by our chemical laboratories which can be used as a complement to or a complete substitution for the finest natural Bergamot Oil. Its price exceeds that of most synthetic bergamots now offered, but, in our opinion it surpasses all others in its quality, strength and fidelity to its finest natural prototype. We feel that you will agree with this opinion upon examination of a sample of NEW BERGAMOT ARTIFICIAL. ($3.40 per pound, quantity and contract prices on request.)

HAEBLER, INC.

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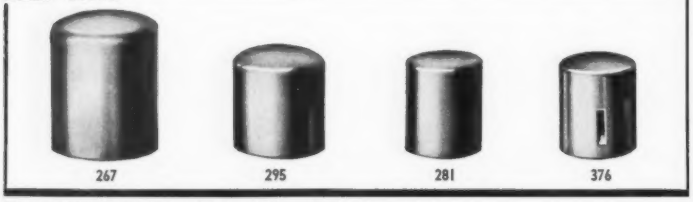
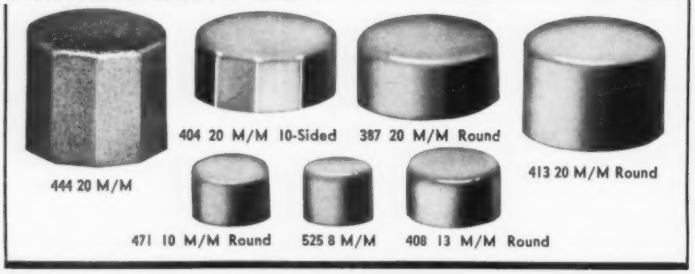


TALCUM CAPS—Plain & Knurled

SCREW CAPS

CONCEALED THREAD CAPS



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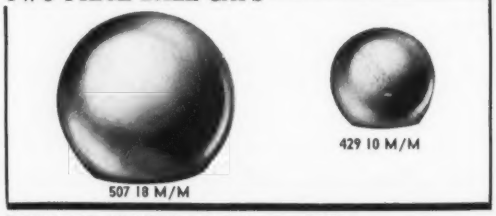
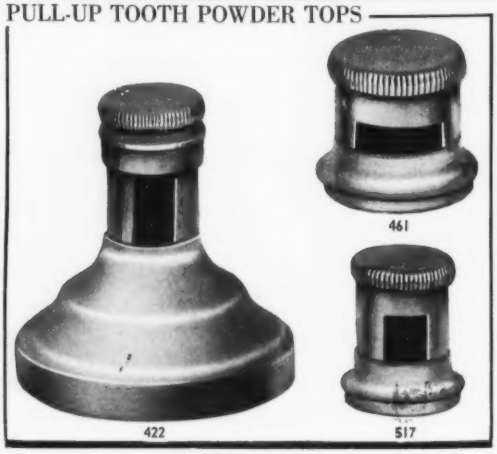


PULL-UP TOOTH POWDER TOPS



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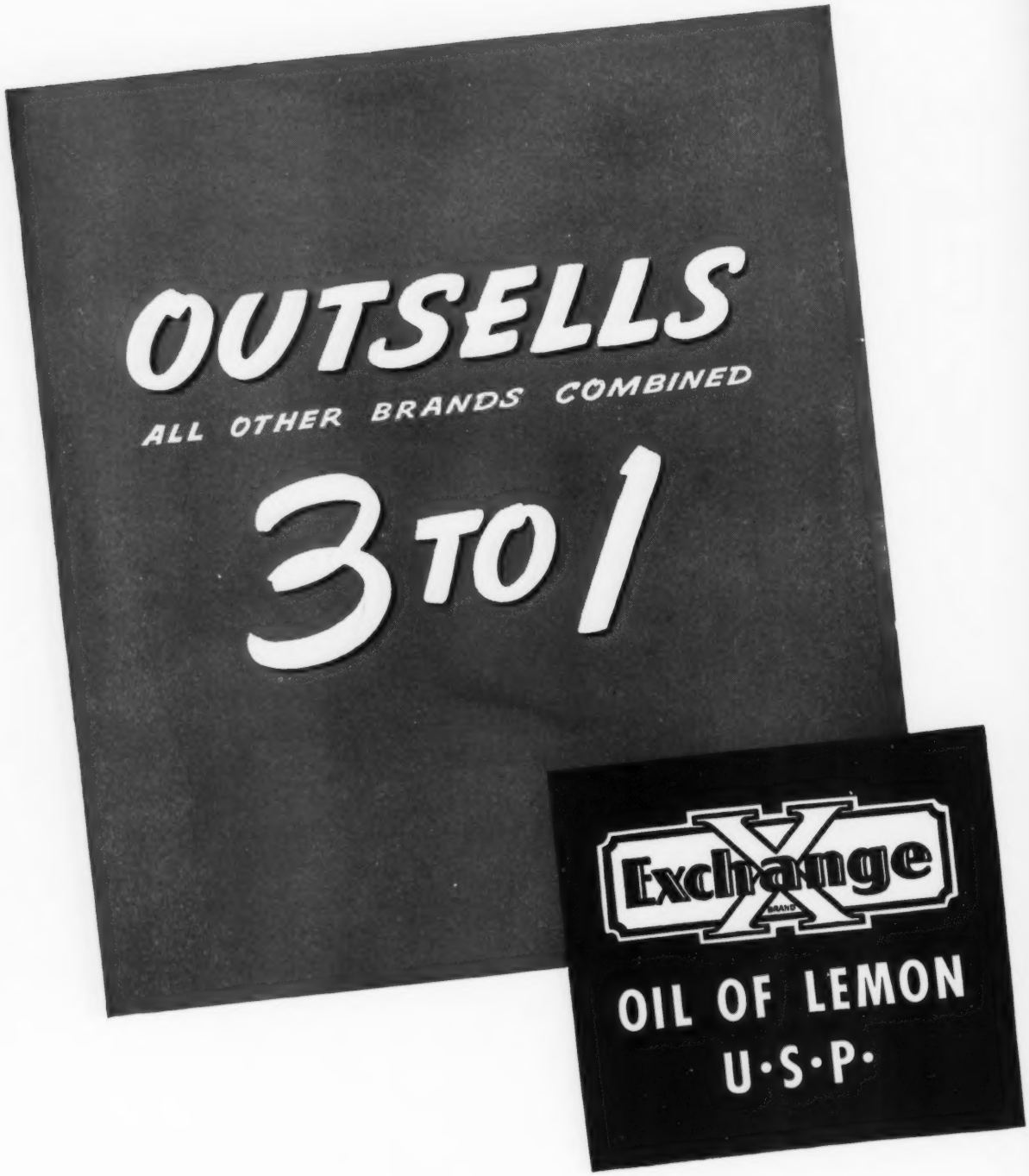

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Many important firms have accepted our collaboration to the extent of placing all of their creative and certain of their production problems in our hands. In such cases we have invariably succeeded in our dual purpose of improving quality and cutting costs. Perhaps a like arrangement would appeal to you — would enable you to shift your business burden and devote more time to the vital problems of merchandising your line. A worthy proposal? . . . Think it over! Meanwhile, let us work with you on one single problem . . . let us show you how the collaboration of our chemists and the use of our materials and facilities can contribute substantially to your product's appeal . . . and to your profit!

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PETITGRAIN

NOW...3 Outstanding Varieties

INCREASING sales of Petitgrain are indicative of its growing importance to the perfumer. Without doubt, it is the most effective and economical substitute for highly valued, but at present, hard-to-buy, Oil of Neroli. In offering the following three varieties of Petitgrain, we do so, confident that their use will satisfy the most exacting manufacturer.

OIL PETITGRAIN EXTRA

This product can be relied upon to deliver, in fullest measure, the rich, aromatic goodness so characteristic of French Petitgrain Oils. Distilled from carefully selected leaf material, its use is recommended for the highest grade of perfume compositions.

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An oil of genuine worth to the manufacturer of soaps and lower priced toilet goods. It represents a selection of the finest native-distilled oils, based upon recent investigations of original sources by our chief of chemical research.

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Because it provides top value at moderate cost, this terpeneless grade of Petitgrain merits even wider application than it now enjoys. Removal of the terpenes eliminates the natural product's harsh, woody note which renders it unsuited to use in fine perfumes. It is smooth and mellow, full and rich. It imparts a fine neroli effect and may be used as a partial substitute for the much more costly Neroli Bigarade Petale.

Your request in writing will bring further interesting particulars.

Top: An orchard of bitter orange trees in Southern France.

Center: In Paraguay, native uses machete to remove leaf material for distillation.

Bottom: Charging native Paraguayan still with leaf material for distillation of petitgrain oil.

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—PLUTARCH

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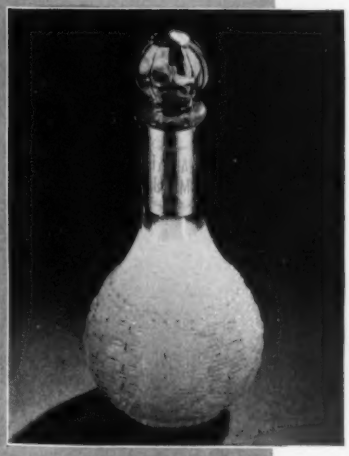
Your product is on its own and the consumer's reaction is governed by the story your package tells him. If your sales presentation gets across, the shopper says "I'll buy" and the sale is consummated.

There's a certain art in designing a package that will speak plainly and straightforwardly about a product. It takes experience to master it, and a forward-looking attitude to keep abreast of the day-to-day changes in consumer preference.

We believe our design department has the necessary qualities to create an effective glass package for your product whether it be a cosmetic, food, drug, or household specialty. And our "3-point" service will manufacture it to bring out (1) Beauty, (2) Practicability and (3) Economy.



"3-point" service scores again with this graceful Roman vase for a famous skin balm. Molded rattan design around the base completes the ensemble.

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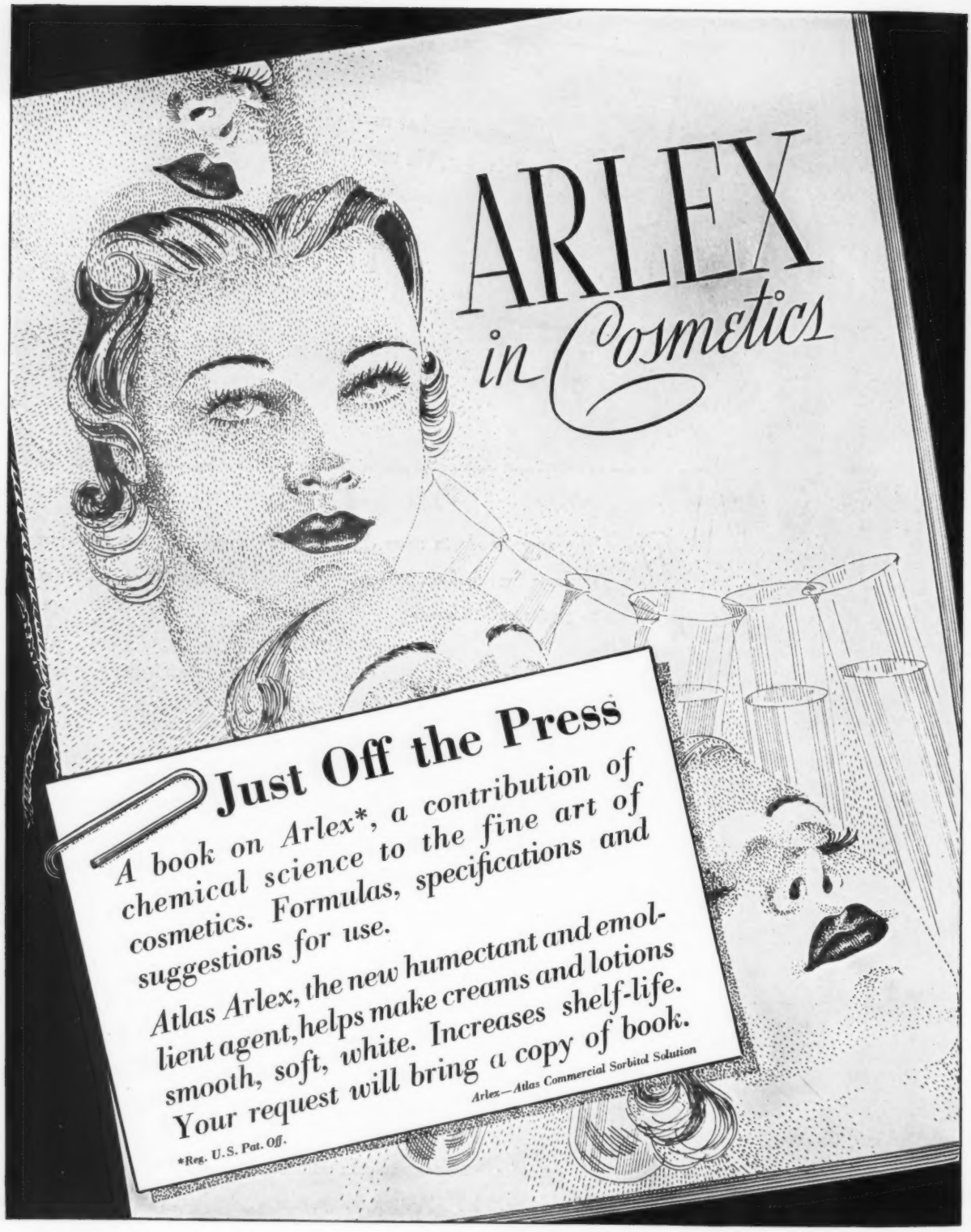
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SAYS THE WELLA CORPORATION, NEW YORK

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Through the use of special inert interior coatings developed by our laboratory, it is now possible to pack even acid and alkaline products in Alcoa Aluminum Tubes. This means that virtually every tube user, regardless of the ingredients of his product, can take advantage of the strength, lightness, beauty, and economy of Aluminum Tubes. ALUMINUM COMPANY OF AMERICA, 2170 Gulf Building, Pittsburgh, Pa.

PACK *Safely* IN PURE

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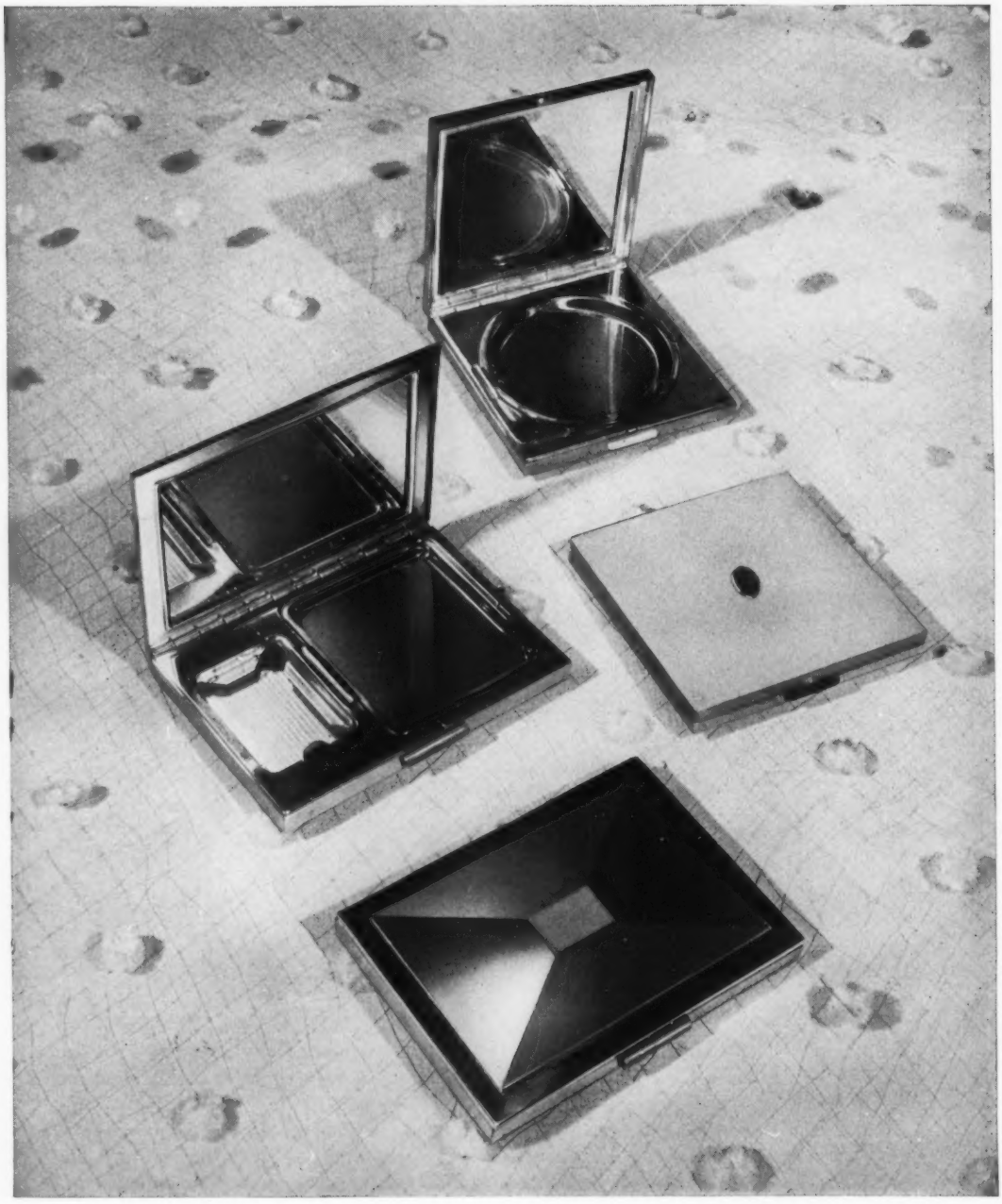

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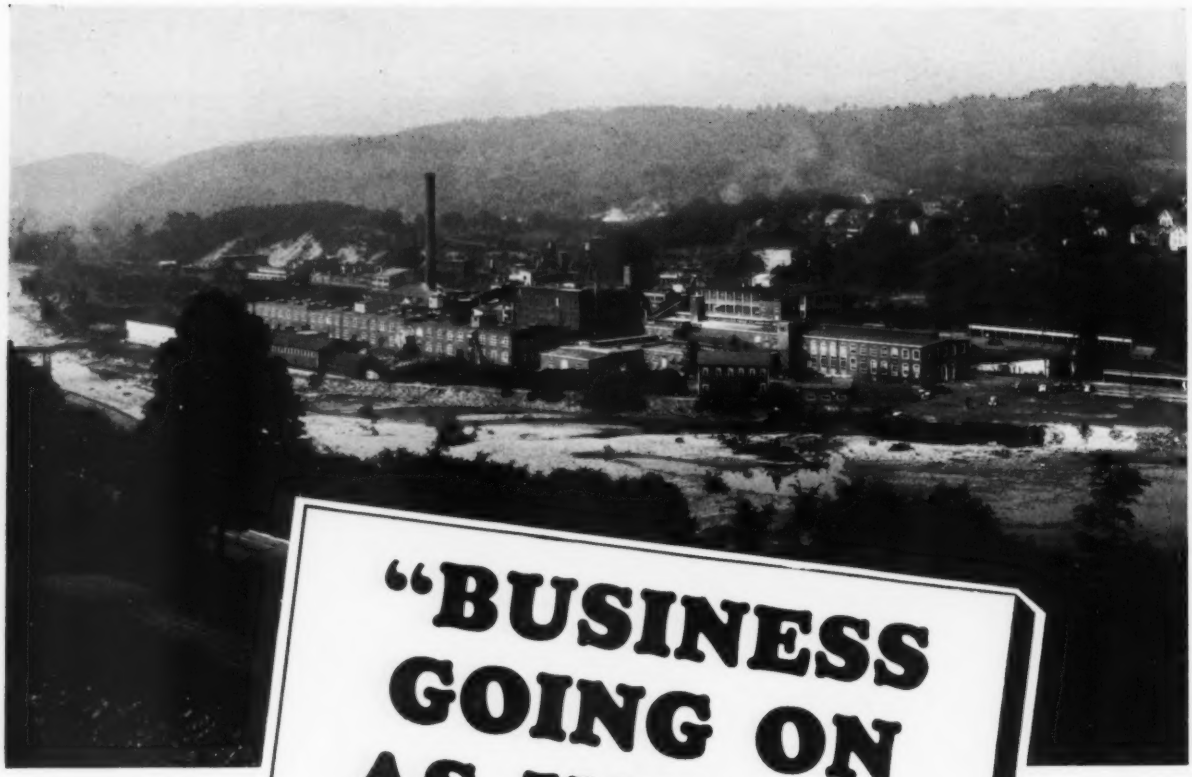

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DIVISION OF UNITED STATES RUBBER COMPANY

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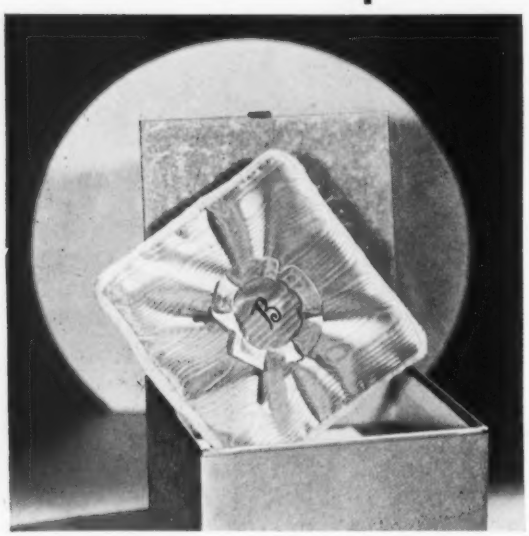
ALL OXZYN products are checked by experienced chemists, to insure absolute compliance with the Pure Food, Drug and Cosmetic Act.



The NEW Five-Color Puff, available in all standard sizes, adds to the attractiveness of your box and the appeal of your product. Patent Nos. 1,813,518; 2,221,120.

Ask today for your free sample of the new Five-Color Puff, wholly machine-made—yet having the appearance of a hand made product. Your request will involve no obligation whatever.

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GARDENIA

—and a careful study of Gardenia A.V.
as a component of *successful floral odors*

Interest in Gardenia now centers in its contribution to fashionable floral bouquets and to a variety of floral odors. . . . Viewed in this light, Gardenia compositions and blends assume new importance to the perfumer. . . . For example, Gardenia A. V. is not only a true reproduction of the flower — it is extremely valuable in bouquets, and for special effects in the fabrication of Lilac, Lily, Rose, and Jasmin compositions. . . . In cream odors especially — where Gardenia enjoys consistent popularity — we recommend the incorporation of this appealing Gardenia note in your original creation. Write today for working samples and prices.

Recommended

for success with the Gardenia note

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- GARDENIA 675
- GARDENIA 227
- GARDENIA B-362
- GARDENIA N-100
- LINALYL BENZOATE
- ALDEHYDE C-14
- LINALYL ANTHRANILATE
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BOUQUET X-105

—an exotic perfume of original character and distinction, for your most fastidious trade

As a high-fashion leader — an appreciated gift — and a credit to your house — we suggest Verley's Bouquet X-105 — a new and original perfume of the Ambre and Oriental type . . . suitable for use with furs and winter costumes generally . . . Into this superb odor we have put some of our finest new creations in aromatics. It satisfies the most critical and informed taste . . . with its marvelous balance . . . its wonderful tenacity . . . its complete expression of the fashion trend of the day . . . There is ample time to consider Bouquet X-105 for your holiday season. Write today for working samples and prices.

TURN the PAGE

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the American Perfumer
and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

EST. 1906

WILLIAM LAMBERT
Editor

MAISON G. deNAVARRE, PH.C., B.S.
Technical Editor

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LEGAL POINTS CLARIFIED

What constitutes a sale at retail for tax purposes

What constitutes a sale at retail is explained by the Commerce Clearing House in bulletin 314 of the Drug, Chemical & Allied Trades Section of the New York Board of Trade as follows:

The general rule is that a sale at retail is a sale for use or consumption and not for resale in any form as tangible personal property. Sales of goods which, as ingredients or constituents, physically enter into and form part of tangible personal property for resale by the buyers are not taxable.

To illustrate, sales are made to different individuals or corporations for the purpose of manufacturing ice cream from milk, cream, sugar, extracts and various other constituents. These various constituents are bought for resale by the ice cream manufacturer. They physically enter into and form a part of the ultimate commodity that is resold. The final sale of the ice cream for use or consumption is the sale at retail. This final sale may be made by the manufacturer directly to the consumer, in which event such manufacturer incurs liability for the tax.

The manufacturer of the ice cream, in this example, may require machinery, freezers, fuel, power, ammonia or ice and similar equipment and supplies, the sales of which to such manufacturer are sales at retail. They are used or consumed in the production or manufacture of the ice cream. They do not physically enter into, or, as ingredients or constituents, form a part of the product sold. They are purchased for use or consumption and not for resale within the meaning of the act.

If a purchaser buys tangible personal property for disposition in any manner other than by sale, the sale of such goods to such purchaser is a sale at retail.

The quantities of goods sold or prices at which sold are immaterial in determining whether a sale is at retail. That is, conventional distinctions between wholesalers and retailers are not controlling, except under certain merchants' license tax laws. Unless modified by statute, sale for use or consumption is the criterion of "sale at retail."

Combination packages imperil operation of fair trade law

An important decision in the Chancery Court of New Jersey in the case of Bathasweet Corp. against Weissbard Brothers may have a far-reaching effect on fair trade not only in New Jersey, but, if the reasoning of the decision is followed in other states where fair trade laws exist under this decision considerable changes in the merchandising practice of companies wishing to operate under fair trade laws may have to be made.

The court refused an injunction to the plaintiff on the ground that the offer of a combination package containing two or more "price protected" articles at a price less than the combined fair trade prices of the said articles constitutes an abandonment of fair trade contracts on such items. The effect therefore of an offer of a combination package at a special price is the abandonment of a fair trade minimum heretofore set on any items in the combination.

This seems a reasonable interpretation of the law because the proponents of fair trade generally have considered that the giving of anything free of charge with a price protected article, such as an extra cash discount, or another article, or trading stamps, was a violation of the fair trade minimum. Logically, therefore, an offer of a combination at a lower price, or the offer of a "price protected" article with a premium, even if the offer is made by the manufacturer, would constitute a departure from the minimum resale price heretofore set.

This issue was presented in its simplest form in the Bathasweet case because the Bathasweet combination consisted of two items for each of which a minimum resale price previously had been set.

It would also seem reasonable that that this decision might not apply to the following cases:

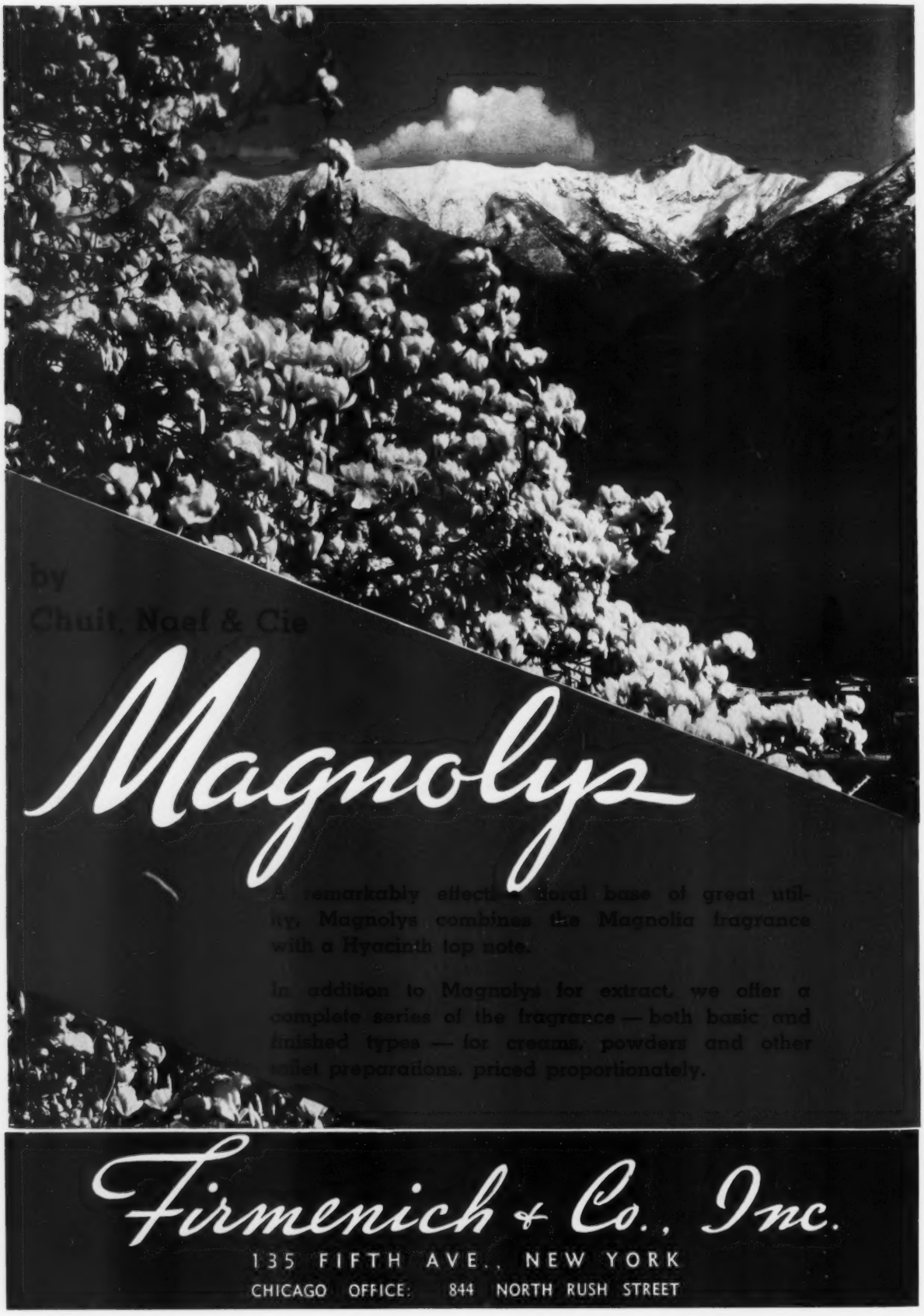
(a) In a Christmas set or the like, where a combination was offered at a price not less than the sum of the "price protected" items in a fancy box, and where the box itself was used only as a container for the merchandise and had no merchantable value separately as a container.

(b) Where the combination package consisted of a special size of a price protected item and another item given as a premium only and not marketed separately by the manufacturer. For instance, a cosmetic manufacturer might offer a special size face powder and give away with it free a lipstick which was not separately sold. However, assigning a definite value to the premium lipstick in this instance might, according to the reasoning of the Bathasweet decision, act as a reduction in price of the price protected item.

(c) However, in the case of a combination package consisting of special sizes of "price protected" items, offered at a special price, where the sum of the special items was offered at a lower price than the same volume of price protected items, it would seem that an argument could be made that the offer of this special combination amounted to a reduction in price.

It will be seen therefore that the offer of special packages containing price protected items or even of special packages in combination where the contents are commensurable with "price protected" items endangers the whole fair trade structure if the decision in this New Jersey case is upheld and generally followed.

It would appear therefore that manufacturers in this industry wishing to offer special combinations would do well to furnish in such packages only items which are not price protected, unless the inclusion of a price protected item can in no way be considered as a price reduction.—*Hugo Mock, counsel, T.G.A., in Bulletin* 237.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Out of the laboratory come scents which never knew a flower

SYNTHETICS USED IN PERFUMERY

How they are derived, their properties and uses . . . An authoritative and timely resume covering the most commonly used compounds

by C. F. H. ALLEN, *Research Laboratories, Eastman Kodak Co.**

THE organic substances that are extensively used in perfumery comprise one of the most fascinating groups of synthetic compounds. They have relatively simple molecular structures as compared to the vitamins and hormones; their general chemistry has been well worked out and much of it is recorded in the literature. However, some of the newer developments are particularly interesting and therefore will be briefly discussed in this article.

The simplest type of compound, and perhaps the best known, comprises the esters of aliphatic acids and alcohols of small molecular weight. The common acid radicals, from formate to valerate, are esterified with the corresponding alcohols, methyl to amyl, to form compounds whose fruity odors are easily recognizable. The less common higher alcohols, octyl to lauryl, form esters whose odors range from a fruity (orange) to a flowery (rose) fragrance, and are so powerful that only small quantities are usually required.

Most of the esters containing an aromatic group are familiar substances and include the benzoates, salicylates, anisates, phenylacetates, anthranilates, and derivatives of benzyl alcohol. Less well known are the derivatives of phenylethyl alcohol which, like the alcohol, have a rosy odor; the group of tertiary alcohols and esters obtained by Grignard reactions; and the styralyl series. The methods of preparing the two latter groups deserve mention.

PHENYLETHYL ALCOHOL

Phenylethyl alcohol is obtained either by the interaction of phenylmagnesium chloride and ethylene oxide or by the reduction of ethylphenyl acetate, which is itself a perfume ingredient. Other tertiary alcohols in a homologous series, such as dimethylphenyl, dimethylbenzyl, phenylethyldimethyl, and phenylethylmethylethyl carbinols, are obtained by the Grignard reaction. Anisyl alcohol

* Published by permission, *Synthetic Organic Chemicals*

(p-methoxybenzyl alcohol) and cinnamyl alcohol are produced by the reduction of the corresponding aldehydes. The esters of the styralyl series are the bases of various gardenia perfumes. Their naming is confusing, however; phenylmethyl acetate is really phenylmethyl carbinyl acetate—

$$C_6H_5CH(OCOCH_3)CH_3$$

while styralyl acetate is

$$C_6H_5CHOHCH_2OCOCH_3.$$

The corresponding styralyl diacetate finds limited use.

Certain of the higher boiling esters have little or no odor, but are valuable as fixatives. A fixative is a substance added to a perfume to prevent too rapid volatilization of its various components; it blends them into a more lasting fragrance. Included in this group of compounds, which are frequently good solvents for the nitromusks, are benzyl benzoate, phenoxyethyl alcohol, and phenyltrichloromethyl carbinyl acetate which has a very faint rosy odor. The phenyltrichloromethyl carbinol from which the last is made is obtained by an unusual reaction—

$$C_6H_5CHO + CHCl_3 \rightarrow C_6H_5CHOHCCl_3.$$

Aldehydes, ketones, and ethers are valuable oxygen-containing substances. Only a few of the ethers are used, but they are very stable substances and non-irritating to the skin; diphenyl ether, β-naphthylmethyl ether, and hydroquinonedimethyl ether are the ones most commonly employed.

VALUE OF ALDEHYDES

The value of aldehydes lies in their use not only as ingredients, but also as chemical intermediates for the preparation of more complicated substances. Benzaldehyde, vanillin, piperonal, cuminic aldehyde, phenylacetaldehyde, and the common aliphatic aldehydes are described in most textbooks, which also give general methods for their preparation. In addition to isolating these compounds from natural products, many synthetic methods are now employed. The more recent of these include:

Adams' modification of the Gatterman reaction—

$$CH_3OC_6H_5 + Zn(CN)_2 + HCl(+AlCl_3) \rightarrow CH_3OC_6H_5CHO$$

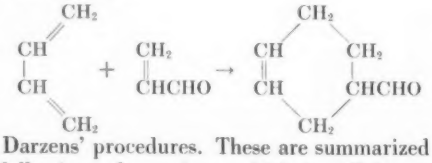
Rosenmunde's reaction—

$$C_{10}H_{21}COCl + H_2(+ \text{Pd-BaSO}_4\text{catalyst}) \rightarrow C_{10}H_{21}CHO$$

Stephen's synthesis—

$$C_9H_{19}CN + SnCl_2 + HCl \rightarrow C_9H_{19}CH = NH.SnCl_4 \rightarrow C_9H_{19}CHO$$

Diels-Alder diene synthesis, which is capable of great variations—



and Darzens' procedures. These are summarized by the following scheme from which it will be noted that there are two types of aldehydes obtainable—

(I) $RCHBrCOOMe \rightarrow RCH(OCH_3)COOMe \xrightarrow{(OH^-)}$

$$RCH(OCH_3)COOH \xrightarrow[\text{heat}]{(Cu)} RCHO + CO + MeOH$$

(II) $RCHBrCOOMe \rightarrow RCH(OCH_3)COOMe$

$$\xrightarrow{(CH_3MgI)} RCH(OCH_3)C(CH_3)_2OH$$

$$\xrightarrow[\text{rearrange}]{(HCOOH)} R - C(CH_3)_2CHO$$

The aldol condensation reaction, using n-heptaldehyde and benzaldehyde, results in the formation of α-n-amyl cinnamic aldehyde—

$$C_6H_5CH = C(n\text{-}C_5H_{11})CHO$$

an important compound employed as a substitute for indol in some jasmine perfumes. The higher aliphatic aldehydes having from 9 to 12 carbon atoms possess such powerful odors that only traces of them are required in a perfume. An example of the effect of a branched chain on the odor is noted in two duodecyl (C_{12}) aldehydes, the straight chain lauric and the branched chain methylnonyl acetaldehyde being quite different. "Cyclamen" aldehyde is chemically p-isopropyl-α-methyl hydrocinnamaldehyde; ethyl vanillin is the ethoxy analog of ordinary vanillin.

The ease of auto-oxidation of aldehydes has resulted in many attempts to increase their stability. It has long been known that aldehydes in alcoholic solution were more permanent and this has been traced to hemi-acetal formation. Consequently, acetals, which contain an ether-like linkage, were introduced, but their odors, though valuable, were seldom found to be the same as those of the original aldehydes. A general synthesis may be represented as—

$$R'CHO + 2ROH \rightarrow R'CH(OR)_2.$$

In addition they may be obtained directly through the Grignard reaction—

$$C_6H_5CH_2MgCl + HC(OC_2H_5)_3 \rightarrow C_6H_5CH_2CH(OC_2H_5)_2.$$

Since acetals are easily hydrolyzed, this reaction furnishes an additional method of securing aldehydes.

KETONES VALUABLE IN PERFUMERY

Among the ketones which have been found valuable in perfumery may be mentioned benzalacetone, β-naphthylmethyl ketone, acetophenone, jasmone, and the musks. The first three are obtained by familiar reactions.

Through brilliant research culminating in its synthesis, Treff and Werner determined the constitution of jasmone to be—

$$CH_3C(=CH_2CH_2CO)-CH_2-CH=CHCH_2CH_3.$$

As a result of this work, a series of analogous odorous ketones have been synthesized and are now available for practical use. In addition to the aldol condensation type reactions and the usual ring closure methods, a novel procedure which involves heating lactones with activated infusorial earths has been developed for the preparation of ketones. A molecule of water is lost, resulting in an unsaturated ketone—

$$RCH(CH_2)_2CHR_1 \rightarrow RC = CH - CH_2CHR_1.$$
$$O\text{——}CO \qquad\qquad \text{——————}CO$$

The necessary branched chain cyclic lactones are

formed by the intramolecular ring closure of γ, δ-unsaturated acids—

$$CH_2 = CHCH_2CH_4CH_9 \rightarrow CH_2 - CH_2CH_2CHC_4H_9.$$
$$\quad\quad\quad

BEAUTY ON THE AIR

How cosmetic, toilet goods and soap firms have increased sales via radio advertising . . . Reaching additional markets, establishing brand name are results cited

by JESSE THOMPSON

LAST month's article on radio advertising by the cosmetic, toilet goods and soap industries discussed this vital selling activity in considerable detail. It reviewed the entire set-up of network programs, it examined the program frequencies, time and length, it studied the types of entertainment and showed the how and the why of these various factors.

The article concluded: What are the results of this advertising in terms of increased sales? The best method of reporting on this important phase is, of course, through case histories.

HOW THE INDUSTRY USES RADIO

The following experience stories supply the answer. They have been selected because they demonstrate not merely how the industry has used radio to boost its volume but also how to accomplish other necessary objectives—such as opening up new markets, putting across a maker's name, introducing a new product and securing valuable window and sales displays.

Before taking up individual cases, let us have a look at the radio investment by the cosmetic, toilet goods and soap industries in the past 12 years.

Virginia Clark, star of "The Romance of Helen Trent" radio serial, is shown at her dressing table in her country home in Glenview, Ill. This program has been broadcast eight years

While expenditures do not provide any exact measurement of sales results, nevertheless these figures serve as a clue to the over-all effectiveness of the advertising. But, in looking at the figures in this light, allowance should be made for a number of outside factors—among them, increase or decrease in the number of products advertised, changes in networks, in time, program type and talent, as well as appropriations in other media such as magazines and direct mail.

The accompanying table, giving the expenditures for network time alone from 1927 to 1939, discloses a number of significant facts. Procter & Gamble, in fourth place in the period 1927-31, has increased steadily its investment until, in 1939, it topped the industry with $7,500,000. Although in the early period only four of the company's products were advertised on the air, the 1939 appropriation covered 11 products—some of which have been introduced only since 1931.

Colgate Palmolive-Peet, with an average annual expenditure of $400,000 in 1927-31, spent in 1939 nearly seven times that amount. The earlier figure covered only two products, Palmolive Soap and Super Suds; while in 1939 seven products were being advertised.

Lever Bros. and Sterling Products, from comparatively modest beginnings, increased their air advertising and now rank second and fourth respectively. In all four of these cases, growth has been uninterrupted. In this same category Bristol-Myers is also included. Jergens and Fitch have expanded their appropriations almost as consistently. Figures for Lambert, Pepsodent and American Home Products show fluctuations which in some instances are fairly wide. Lady Esther, since 1934, has hovered around the $1,000,000 mark and Campana has varied its budget from year to year.

If continuity and increases in time expenditures may be taken as an indication of radio's part in increasing volume, the tabulation becomes doubly significant, showing not only trends but results.

RESULTS FROM JERGENS LOTION BROADCASTS

To what extent may sales increases be credited to radio? The answer varies, naturally, with product and such other items as popularity of the program, audience reached, distribution, price.

A survey conducted for the Jergens Lotion program, in February, 1940, supplies the answers for

this product. The first air advertising was done in December, 1931, with a program called "Ray Perkins—the Old Topper." Subsequently, two other shows were tried. Walter Winchell's "Jergens Journal" was started December 4, 1932, and with but slight interruptions has been active ever since.

The survey was made by telephone—a total of 3021 numbers being called in 17 cities where the program is heard, from Boston to Baltimore, from New York as far west as Minneapolis. Of the 3021 radio homes called, 1101 were verified as listeners or non-listeners (vertification being a check-back against previous phone calls when these same families reported either listening or not listening to the Jergens program).

The line-up of the 1101 families was: 658 verified listeners, 443 non-listeners. The first point made by the survey was that in the 17 program cities, the Jergens program was reaching 59.7 per cent of the radio families. As to effectiveness: of the non-listening families, only 10.8 per cent reported using Jergens lotion; but among the listener families, the percentage was 40.3—up almost four times.

The value of continuity of advertising is revealed by this: the longer a family had been following the program, the higher was the percentage of product use. Of those who had listened less than six months, 22.6 per cent were Jergen users (compared with 10.8 per cent for non-listening families); of the seven-to-twelve-month listeners, 25.4 per cent were users; but with over-a-year listeners, the percentage was up—to 46.0 per cent. This is cross-checked by statistics on the number of times per month the program is tuned in. Of those listening once a month or less, only 19.8 per cent used the product; but the percentage of users among weekly listeners was up to 51.2 per cent.

To summarize: the program reaches nearly 60 per cent of the radio homes in the broadcast cities; in six months it increases the number of customers among listeners from 10.8 per cent to 22.6 per cent; by the end of the year it has sold the product to 40.3 per cent of listeners.

LADY ESTHER MOST SENSATIONAL SUCCESS

Perhaps the most sensational radio advertising success by a cosmetic manufacturer was made by Lady Esther. Pieced together from periodic reports released during the past five years, the outline history runs as follows:

As far back as 1922, Lady Esther's Four Purpose Cream was selling well in midwest department stores. Growth to a yearly volume of some $2,000,000 led to a hasty expansion of the line. This, plus a "snarl with department stores over demonstrators" resulted in a shrinkage and by 1931 assets were down 95 per cent.

Seeking to save the business, Lady Esther took up radio and in September, 1931, launched its Serenade program. Sales in 1931 were reported at $170,000; at the end of a year on the air, the volume had increased about 400 per cent. The expenditure in 1931 was just over $20,000; in 1936 it was $1,046,000. Lady Esther face powder was

Bourjois' Christmas line includes this limited edition set: sculptured head, ribbon headdress, lingerie case, cosmetics

in fifteenth place in 1932, selling 1 per cent of the market; in 1936 it was in first place, with 17.8 per cent of the total market. Face creams did almost as well: the cold cream ranks second, with 15 per cent of the market, while the cleansing creams sells about 10 per cent of the total market and ranks third. For 1936 Lady Esther sales were close to $5,000,000—about 25 times what they were six years earlier.

After due credit for this sensational increase is given to two other contributing factors—increased publication advertising and entry into the 5-and-10-cent field in 1933—radio remains the most impor-

Representing three types of skin, models for jar label of new Jergens face cream appear in a giant replica of the jar

EXPENDITURES FOR RADIO TIME

(12 Leading Advertisers in Cosmetic and Soap Industries)

	1939	1938	1937	1936	1934	5 years 1927-31
American Home Products	637,721	917,115	1,164,378	839,341	364,946	41,411
Bristol Myers	788,313	588,924	381,100	369,260	305,112	818,092
Campana	438,850	520,398	583,123	375,840	470,085	135,975
Colgate	2,749,733	2,413,458	1,880,870	1,576,197	1,333,873	2,033,338
Fitch	488,265	364,563	257,462	275,416	176,604	1,576
Jergens	819,960	622,277	841,457	596,018	526,093	12,629
Lady Esther	901,546	831,547	1,000,040	1,046,033	963,836	21,317
Lambert Co.	476,434	367,823	82,124	.....	22,777	206,498
Lever Bros.	2,798,271	2,232,239	1,715,572	1,242,222	62,665	272,477
Pepsodent	603,400	339,260	1,269,158	1,352,064	1,642,153	2,884,657
Procter & Gamble	7,549,092	5,260,968	3,819,366	2,608,427	896,696	654,251
Sterling	1,608,896	1,390,789	1,348,268	776,810	208,248	40,187

tant reason for Lady Esther success. Since 1936 the expenditure has been held around $1,000,000 and the products have kept favorable rankings.

ACCOMPLISHING OTHER OBJECTIVES

The experience of Bourjois demonstrates radio's versatility in accomplishing certain other objectives which are important in increasing sales.

One of these "jobs" was to put across the correct pronunciation of the name. Bourjois trips up no tongues nowadays, but ten years ago it was different; and when customers have trouble with a name sales just aren't made. Said the president of the advertising agency handling Bourjois: ". . . this name was seldom pronounced correctly by American consumers. But, from hearing it weekly over the radio, thousands of them learned to pronounce the name correctly—*Bourj-Wa.*"

Another "job" is that of establishing a brand name. In Bourjois' case, this took a rather unusual turn. Again quoting from the same source: "The name of the program from its start was 'An Evening in Paris'. After four months on the air, the company brought out a new perfume with this name; and mentioned it on the program. The results of the announcements were unparalleled in the history of perfume merchandising; in ten months, distribution and sales volume reached levels which it had taken others years to achieve."

A third objective is obtaining window displays. A well-known manufacturer reports: "In one month, one of the important chain store organizations gave our product 200 window displays; another chain, in the same month, gave the line 176 windows."

NEW VISTAS FOR THE MANUFACTURER

Still another radio accomplishment is the opening up of new vistas for the manufacturer. Here is the Lehn & Fink experience as related by an executive of the company: "Radio has not only enabled us to approach the same market from a different angle, but also has opened up an additional market of non-magazine readers."

Results? Lehn & Fink first went on the air in 1928, with immediate response. More important, the increases were maintained. In March, 1934, referring to a new series of programs, a contemporary report stated: "The company's sales of Pebeco, Lysol and Hinds for January are reported as being up about 24 per cent—and sales of Hinds, which is emphasized in the commercials, are up about 42 per cent for the same period."

If 1939 was a record year for the industry, considerable credit belongs to radio and the industry's unflagging use of it.

Significance of Vitamins

IT seems not unreasonable to expect that the term "vitamin" may disappear from scientific language. It was coined, as you will recall, to express an idea concerning a substance which seemed mysteriously essential for life, and Funk had the misapprehension that the material he had isolated was essentially an amine. It is a recognition of advancement of knowledge that a new convention in spelling this term has been adopted, namely, vitamin. With recent developments of more precise nature of the structure of these substances, which seem to be dietary essentials, there is an increasing tendency among those informed to speak of the derivatives of carotene as growth-promoting, of the sterols as antirachitic, of the flavin factor, of ascorbic acid, of essential amino acids, and essential fatty acids. It is always dangerous to prophesy, but one is tempted to expect that as time goes on and knowledge increases the term "vitamin" might disappear from the literature just as the term "humors" disappeared from the anatomical literature similarly.—*Prof. John Bunker in Soap, Perfumery & Cosmetics.*

Advantage of Trucking

THE business man's opinion regarding trucks runs something like this:

(a) The advantages of trucks on short hauls are appreciated, but they are seriously overlooked on long hauls; speed is the principal advantage of truck service, with economy second. (b) Speed and door-to-door service are the most important factors in the growth of trucking, (c) Poor handling of claims is the No. 1 drawback to the growth of the industry; second, is non-reliability; third, poor business methods; fourth, lack of uniform rates. (d) The trend in shipping is toward trucking because of better service, speed, and lower overall costs.—*Amer. Trucking Assn.*

THE LACTONE OF ORANGE OIL

Relation of meranzin to osthole . . . Typical illustration of methods of structural analysis . . . Graphical formulas

by FRANCIS D. DODGE, *Ph.D.*

Chief Chemist, Dodge & Olcott Co.

IN a previous article (THE AMERICAN PERFUMER, Dec., 1938) on the "Lactones of the Citrus Oils," I reported some results of the examination of the "stearoptene" of orange oil. The structure of this compound has recently been worked out by Boehme and Pietsch *(Berichte 72B, 773, 1939)* and Boehme & Schneider *(Berichte 72B, 780, 1939)*. As these papers may not be readily accessible to many readers, it seemed of interest to summarize the results which present a typical illustration of modern methods of structural analysis.

MERANZIN

The German authors have adopted the name "Auraptene" for the orange lactone. This name, however, has already been given to a similar compound isolated from grape fruit oil by Komatzu *(J. Ch. Soc. Japan 51, 478, 1930)* to which the composition of a heptyl ether of umbelliferone (4 heptyl-oxy coumarin) C_{16} H_{20} O_3 has been assigned. To avoid confusion it seems advisable to continue the name "Meranzin" (from "pomeranz," orange) already proposed.

Meranzin was first isolated in our laboratory, in 1917, from the crude deposit from West Indian orange oil. It was readily purified by crystallization from methanol and ligroin, and was obtained in white crystals, melting at 89° (corr.). It showed the characteristic properties of a lactone, dissolving slowly in alcoholic or aqueous alkali and gave an acid value of 214-218, agreeing with the formula C_{15} H_{16} O_4 as determined by analysis.

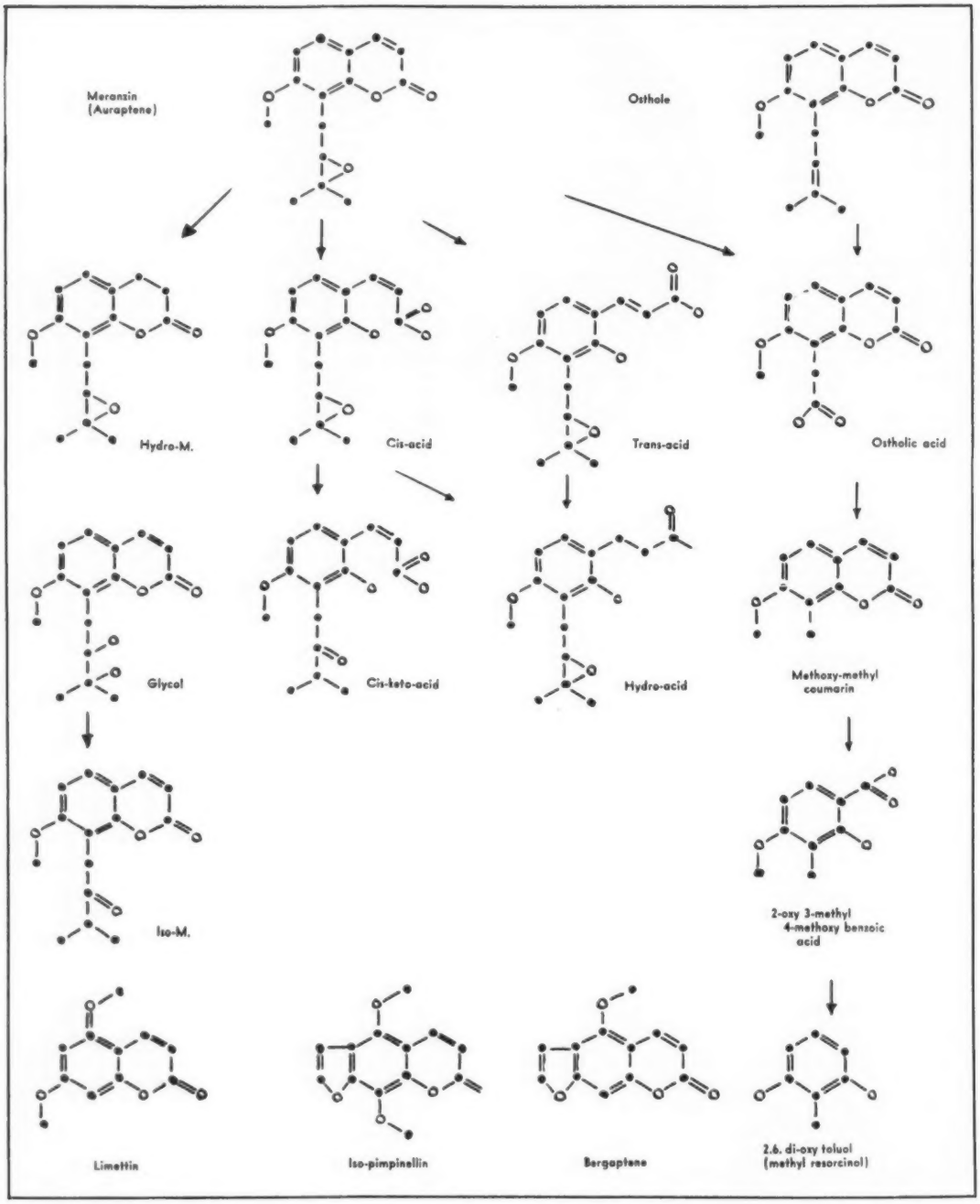
From the alkaline solution, an acid C_{15} H_{18} O_5 was obtained, melting at 151°.

This acid showed no tendency to revert to the lactone, thus differing from most of the coumarinic acids, which cannot be isolated, owing to the spontaneous conversion into the corresponding coumarins.

It appeared probable that this behavior of meranzic acid might be due to the presence of a side chain in the 3 position, which, in fact, turned out to be the case.

The coumarin structure was also indicated by the reaction with bisulfites. Meranzin and meranzic acid yielded crystalline sulfonates on warming with sodium bisulfite and more soluble compounds with neutral sulfite, as in the case of coumarin (Dodge, *J. Am. Ch. Soc. 38, 446, 1916)*.

Meranzin gave no color with ferric chloride; meranzic acid, however, gave a red color with ferric



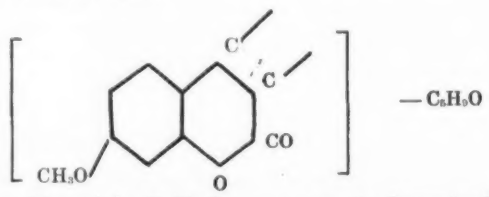
salts and also a strong color with diazo-sulfanilic acid, indicating the presence of a phenol group.

Of the four oxygen atoms in the meranzin molecule two are hence located in the lactone ring.

INDICATION OF RESORCIN

The methoxyl determination showed the presence of one CH_3 O, leaving one O to be located. No indication of ketonic O was found.

Fusion of meranzin with strong alkali gave a positive indication of resorcin. This located the methoxyl group at position 4, and also showed that the fourth oxygen was not phenolic but probably in a side chain. The formula so far could be written as follows:



position of the C_5 H_9 O group yet to be determined.

Meranzic acid, treated with Spaeth's reagent (acetic acid containing 0.5 to 1% H_2SO_4), yielded an isomeric acid which appeared to be a ketonic acid, indicating the presence of an oxide group in the side chain. Our work had reached this point when Boehme's articles appeared.

In agreement with our results, Boehme found the lactone to have the composition $C_{15}H_{16}O_4$: m.p. 91°, $[\alpha_D]_{20}$.—33.4°; cold saponification yielded the cis-acid, m.p. 150°, showing one methoxyl (our meranzic acid). Saponification with hot alkali yielded the trans-acid, m.p. 204°.

On hydrogenation, both acids yielded the same hydro-acid, $C_{15}H_{20}O_5$, m.p. 99-100°.

RESULTS OF HYDROGENATION

Hydrogenation of the lactone gave a dihydro lactone, m.p. 116°, readily converted into the hydro-acid, m.p. 99°. With Spaeth's reagent, the lactone yielded an isomeric ketone, m.p. 66°, which gave an oxime, m.p. 166.7°.

Boiling with 1 per cent oxalic acid yielded a glycol, m.p. 128.9°, which on treatment with sulfuric acid was converted into the ketone m.p. 66°.

Oxidation of the lactone with chromic acid, in acetic acid, yielded an acid, $C_{12}H_{10}O_5$, m.p. 155°, which was found to be identical with the ostholic acid, from osthole, and the structure of this acid already has been determined.

Osthole is a 3 amenyl 4 methoxy coumarin, found in the plants Imperatoria ostruthium and Archangelica off.

Its structure was worked out by Spaeth *(Berichle 66, 754)* in the following principal steps.

Chromic acid oxidation yielded ostholic acid and removal of CO_2 from ostholic acid left a methoxymethyl coumarin which, on oxidation, gave 2-oxy 3-methyl-4-methoxy benzoic acid. This, on decarboxylation and hydrolysis of the methoxyl group, gave a di-oxy toluol, which was found to be the 2-6 compound already known.

Thus, by successive stages, the complex molecules of osthole and meranzin have been dissected down to a simple benzene derivative, and their structure established beyond reasonable doubt.

Furthermore, the osthole formula has been confirmed by synthesis.

A confirmation of the relation of meranzin to osthole was also found by Boehme in the oxidation of the latter with perphthalic acid to a product which yielded iso-meranzin on treatment with acid.

The accompanying formulae will, it is hoped, make these transformations clear.

The occurrence of a 5 carbon side chain, with the isoprene structure, in osthole, meranzin, and many other natural coumarins, such as peucedanin, oreoselon, imperatorin, ostruthin, and ostruthole, is significant, inasmuch as isoprene has been recognized as the fundamental structural unit in the terpene, polyterpene, and carotinoid series.

For comparison, the formulae of the other citrus lactones are added.

Limettin (citraptene), 4-6 dimethoxy coumarin: found in lemon and lime oils.

Iso-pimpinellin: found by the writer to accompany limettin in lime oil.

Bergaptene: occurring in bergamot oil.

(For simplification, hydrogen atoms in the formulae are omitted.)

Discoloration of Toothpaste

By PAUL I. SMITH

THE spotting or discoloration of toothpaste, shaving soap and other toilet preparation has, in some instances, been traced to the action of certain chemical ingredients, particularly the peroxides, on caps and closures moulded of phenol formaldehyde resin.

Tests have shown that when the oxidizing agent is in contact with the resin for any considerable length of time, such as during storage in the manufacturer's or retailer's premises, a dark colored gummy deposit is liable to be formed on the thread of the cap or wherever contact is made between the actual resin surface and the soap or dental preparation, etc. While the peroxides are the chief offenders, other chemicals also are suspected of causing trouble and free alkali is a potential source of trouble, particularly if the resin is under-cured and contains free phenol or cresylic acid, etc.

To overcome any possibility of trouble, all compounds containing peroxides should be packed in tubes or jars, etc., provided with caps or closures moulded of urea formaldehyde, cellulose acetate or polystyrene. The last named, although a relatively expensive plastic, is the one most immune to the oxidizing action of the peroxides and it also has the great advantage of being remarkably resistant to the absorption of moisture, the figure for 24 hours' total immersion being nil.

Say Soap Causes Eczema

DRS. James W. Jordon, Frank A. Dolce and Earl D. Osborne, all of Buffalo, report in the *Journal of the American Medical Association* that they studied 239 sufferers from housewives' eczema and found soaps to be the cause. It reflects no credit on the general practitioner that this type of eczema is often erroneously diagnosed as ringworm and treated as such without the slightest beneficial result.

Soaps are complex mixtures of fatty acids and alkali salts to which resin, naphtha, borax, gums, synthetic perfumes, civit, musk and ambergris are added. Many of these strange additions are known to cause eczema or allergic rashes and eruptions. Drs. Jordon, Dolce and Osborne found that most of their patients did not suffer so much from eczema when they were on their vacations or when they were ill—periods when soaps weren't used so often.

Rubber gloves, soothing lotions and ointments are impractical preventives of soap eczema. Accordingly, Drs. Jordon, Dolce and Osborne recommend the substitution of detergents (cleansers) and alkyl sulphonate compounds which can be prepared in bars or in powdered form. A few sensitives may be affected even by these.

HOW LEVER BROS. CO. WAS BUILT UP

Methods used to boost sales from less than a million to $90,000,000 annually . . . How Francis Countway earns the second largest U. S. salary . . . Profit to English parent

THE amazing success of the Lever Bros. Co. of Cambridge, Mass., and the reasons for its success are told in an interesting article in the November issue of *Fortune* magazine. Lever Bros. Co., whose main office is in Cambridge, Mass., is a wholly owned subsidiary of Lever Bros. and Unilever, the gigantic British soap manufacturing concern. Among the company's 5,000 employes only one ever actually has worked for Unilever. A strictly American business with a minimum of foreign intervention has been built up in this country. Lever Bros. is theoretically under Dutch control but London is actually master of the U. S. operations. It is in fact one of the three largest British investments in the United States. Lever Bros., U. S. A., is now nominally controlled by a South American subsidiary company that holds almost all the Unilever companies outside the British empire. For practical purposes, however, the American company still deals with London and in spite of the war has little difficulty. From London President Countway receives instructions as to where profits available for dividends are to be sent.

Lever's five factories here represent an investment of $55,000,000 and produce about a fifth of all the soap made in the United States, plus a substantial fraction of vegetable fat for shortening and cooking. Last year its gross business amounted to $90,000,000 in addition to perhaps $7,000,000 from its associated company, the Philippine Refining Co., Inc., producing more than half of the coconut oil shipped from the Philippines. All of this flowed as a major tributary into the mighty river of Unilever earnings. (See item entitled "Imperial Unilever" on page 35.)

HOW MR. COUNTWAY EARNS HIS SALARY

In 1913 Lever Bros. grossed less than $1,000,000 a year. That year, Francis Countway became president. In 1920 the gross amounted to $12,000,000; by 1930 the gross had amounted to $45,000,000 and thence upward to the present $90,000,000. Mr. Countway earns around $8,000,000 for England and puts by the second largest United States salary for himself.

How Mr. Countway comes to earn this money is largely the history of Lever Bros. in America. The major portion of his $469,700 salary derives from a profit-sharing arrangement set up by Viscount Leverhulme when Countway became president of the company in 1913, for his actual salary is only $30,000. As the company has prospered, so has its president, as well as many of its other executives. Not all of Lever's growth can be attributed to Mr. Countway, but he is obviously responsible for much of the company's notable success.

The year 1888 was the beginning of world-wide expansion of the soap business founded by William Lever. From that year on, he visited the United States and Canada studying merchandising and advertising, establishing sales offices in the United States and Canada, buying a cottonseed mill in Vicksburg, Miss., and another in Philadelphia, Pa., with a soap known as Monkey Brand which sold well in England but not in America. In 1897 he got a controlling interest in the Curtis Davis Co. of Cambridge, Mass., a well established soap concern, which he put to making Sunlight soap and Lifebuoy soap for the American market. Two years later the company became Lever Bros. Ltd., Boston Works. By 1904 it was a wholly owned subsidiary of the English company. To protect the trade mark, Sunlight and Welcome soap and Pears glycerine soap still are manufactured. These three soaps with Lifebuoy shaving cream probably account for less than 1 per cent of the Lever Bros. sales.

WHY LUX FLAKES SUCCEEDED

Lifebuoy soap which William Lever established in 1897 achieved little until Francis Countway popularized it. Imitators sprang up but the lower courts ruled that only Lever Bros. was entitled to make a cake of health soap that is red, of a certain shape and carbolic scented. In 1906 Lux flakes were put on the market and in 1918, Rinso which was to become Lever Bros.' largest and most profitable item. It appeared at a time when delicate fabrics were beginning to be worn by all women. It was the first granulated soap of its kind and the company likes to think that it was a prime mover in the laundering revolution that washing machines brought about.

In the middle twenties Lever's began to suspect that there was a good potential market in the United

States for a popular priced, white, milled toilet soap. That was the inception of Lux.

Before the first cake of Lux dropped into a packing case the company spent two years in finding out just the size and shape of cake, the style of wrapper, and the potency of the *odeur* that Madam would prefer. Some 40 different perfumes were tested in the field, the final choice being made not by Lever's but by the consumers, who painstakingly eliminated 39 of the scents. By the time the surveys were finished there was no doubt whatever about the public's acceptance of Lux toilet soap; the public had literally created it. But as a safeguard against any possible miscalculations Lever's launched with Lux a second milled brand ("Olva" by name) that seemed to be the runner-up in popular favor, abandoning it only after Lux proved that it would come up to expectations.

EXTREME FUSSINESS BRINGS RESULTS

It is especially proud of Lux soap, for the product was developed wholly by the American company and then introduced in England and throughout the world; but in general Lever Bros. has a reputation for extreme fussiness when it comes to packaging and printing. Indeed, the company has been known to reject a carload shipment of Lifebuoy cartons because the dominant red background was not precisely the right shade. This fussiness was something new in soap, and its effect on the industry has been drastic. Lever's forced competition to modernize, to think in terms of boxes and cakes instead of the customary annual tonnage sales figures. Having jolted the soapers of the United States out of a complacency that they might never have lost otherwise, the company today is regarded as a sort of proving ground for new ideas.

Disregarding Sunlight, Pears's, Welcome, and the soaps of the Hecker Products Corp. (Gold Dust, Silver Dust, Fairy Soap), which Lever's bought for $2,500,000 last year, the company has only four big soap brands, and this is one of the principal things that distinguishes it from the two other major American companies, for Procter & Gamble has more than 100 brands, and Colgate-Palmolive-Peet has several score. So far as Lever's is concerned Rinso, Lux, Lifebuoy, and Lux Toilet Soap fill every washing need, and additional products would create intramural competition, confuse the salesmen, and lead to a dilution of merchandising effort.

NO EFFORT TO OVERSELL

Just as remarkable as the policy is the philosophy of Lever's sales. There is never any effort to oversell jobbers or to puff sales artificially through elaborate premiums* or prize contests, devices with which other soapers are thoroughly familiar. Nor would Lever's ever try for a quick, flashy success by bringing out a new brand without the most painstaking sort of preparation. Nor, for that matter, would Lever's ever hastily introduce new products for the sake of maintaining a competitive position—i.e., to match new products of other soap manufacturers. Both Procter & Gamble and Colgate have a variety of non-soap detergents already on the market. Lever's for a considerable period has been experimenting with similar products and has developed them to a point where they might compete with the brands mentioned. But there is no thought that a soapless detergent will be marketed this year, or next, or even the year after, and for a very simple reason. The product is more expensive than ordinary soap flakes and has a natural market only in hard-water regions. If in the course of time this market is cultivated to importance, Lever's may come out with its own synthetic soap.

Lever's has gone as far as to offer measuring spoons and cups and has so-called self-liquidating premiums sold at cost but hasn't followed P. & G.'s policy of running contests with automobiles and life annuities as prizes.

Cecil B. DeMille of Lux Radio Theater in rehearsal conference with Alice Faye, starred recently in "Lillian Russell"

Another outstanding success of the company was the shortening, Spry. This required a $4,000,000 plant at Edgewater, N. J., in 1931 and in 1936 a $3,000,000 extension of the company's model soap factory in Hammond, Ind. The product did not appear until 1936. It was the result of a multitude of criticisms that the company obtained from housewives during a two-year period of investigation. By the end of 1935, all was in readiness to introduce the new product. About $3,000,000 was utilized for the purpose.

HOW SPRY WAS LAUNCHED

The Lever forces deployed across the continent armed with millions of cans of Spry. Into the ears of every housewife or other responsible adult who could be summoned, they thrust a pithy sales talk; into her hands a one-pound sample can of Spry, a 52-page cookbook crammed with Spry recipes, and, in some sections of the country, a coupon good for 10 cents toward the purchase of another can of

Spry. Then they were off. All that winter and spring the campaign continued, and when it ended in mid-summer, Spry samples had been placed in at least a quarter of all the homes in the U. S. Instantaneous success followed as anticipated, and by the time Spry was first sold over the counter in February, 1936, Lever's had approved the plans for the Hammond extension. The gross sales of Spry in 1937 probably did not exceed $12,000,000.

Paradoxically one result of the great Spry agitation probably has been to increase the sales of Crisco, a Procter & Gamble product. There is general agreement that Lever's has made the U. S. more shortening-conscious than ever before and indirectly created a bigger market for the enemy. When Spry first appeared Crisco tried to outdo it by claiming to be "double-creamed," but quick as a flash Spry became "triple-creamed," then Crisco became "super-creamed," and that disposed of the creaminess issue for the time being.

FRANCIS COUNTWAY AN AMAZING EXECUTIVE

There are two general descriptions that Mr. Countway's associates give of him. The first is, "One of the five smartest men in the U. S.," and the other is, "The greatest advertising man in the world." Mr. Countway would rather face a firing squad than admit publicly to either, but undoubtedly he would find the latter more congenial. It has been estimated that William Lever devoted about 75 per cent of his time to advertising, and his selection of Countway to head the American business is proof that he considered him a great salesman.

As a man to work for, he is distinguished by a capacity for demanding the impossible and for not being a bit surprised when it is accomplished. The annual sales quotas that Countway sets are fantastic, yet they are usually met. The orders that Countway gives are out of all reason, yet they are followed. He wishes to entertain some traveling representatives of Unilever in Manhattan, and on three hours' notice procures seats in the front of the orchestra for a revue that is sold out ten weeks in advance. He wants those same representatives housed in adjoining rooms overlooking Central Park, and in one afternoon a parkside corridor in the Hotel Plaza is cleared of guests. For the execution of orders like these, there exists at Cambridge a so-called "go-getters" department of fixers. So nearly infallible are they that once Countway has commanded he never bothers to ask whether such-and-such has been done, or how.

But it is doubtful whether he demands more from others than he does from himself; for he is not only a business genius, but, as his associates admit, he is also an indefatigable worker.

Mr. Countway has learned how—without benefit of any book—to win friends and influence people. The staff of exceptionally brilliant men who occupy the top-floor offices in Lever's new administration building overlooking the yachts anchored on the Charles obviously idolize the chief.

Sodium Silicate as an Inhibitor

By PAUL I. SMITH

THE use of sodium silicate as an inhibitor now is recognized fully by manufacturers of shaving preparations, tooth pastes, etc. They, in common with other workers, have found that even an apparently minute quantity of sodium silicate acts as a protective agent in preventing skin irritation due to free caustic alkali. The silicate also greatly reduces the corrosive effects of free alkali on the aluminum tube and so renders possible the trouble-free packing of various types of soap and other alkaline compounds which otherwise might have to be put up in expensive tin containers.

No one yet has been able to explain why something like 0.1 per cent of sodium silicate can exercise a useful protective action over soap but it appears that the action is likely to be physico-chemical. The silicate to be used as an inhibitor must be chemically pure, dissolved in distilled water and crutched well into the soap. The degree of mixing is most important, as the whole purpose of the addition may be jeopardized by neglecting to ensure that the silicate is dispersed evenly throughout the soap.

It is impossible to lay down any hard and fast rule about the optimum quantity of silicate of soda to add to any desired amount of soap, as this depends on several factors, not the least of which is the character or idiosyncrasy of the fats saponified. Coconut oil is, of course, notoriously troublesome owing to its naturally irritating action on the skin, but olive oil is well known for its soothing or emollient properties and thus helps to modify the injurious effect of free alkali. A safe rule in all cases is to use only the absolute minimum quantity of silicate, as excess causes the very trouble it is desired to overcome.

Imperial Unilever

OF all the gargantuan businesses in the world, Lever Bros. & Unilever is one of the most difficult to describe neatly and concisely. In the first place, it is enormous. In the second place, it is diversified, involved not only in soap and shortening, but in ice cream, fishing, canning, sausages, rubber, cotton, medicines, grocery stores, and many other things. In the third place, it is scattered. The Unilever combine has headquarters in England but spreads all over the world. In most countries it has subsidiaries, and outside of the Soviet Union there are few places where it has no investments or properties. In the United States, of course, it is proprietor of Lever Bros. Co.

There now are approximately 800 wholly owned and controlled subsidiaries in 50 countries. Sales in 1937 were £190 million; in 1938 £200 million, and Unilever's hundreds of thousands of stockholders received dividends in excess of £7 million in both these years.—*Fortune.*

SULFITES USED IN PERMANENT WAVING

Sulfur dioxide content determines value of sulfites in solution . . . Sodium, potassium derivatives economical

by MAISON G. DENAVARRE

THE value of sulfites in permanent waving hair is primarily due to the sulfur dioxide content. Hence a brief review of common sulfites is helpful.

Substance	Formula	Approximate % SO_2	Waving Utility
Potassium Sulfite	$K_2SO_3 . 2H_2O$	33%	Excellent
Sodium Sulfite (anh)	Na_2SO_3	51%	Excellent
Sodium Sulfite	$Na_2SO_3 . 7H_2O$	25%	Excellent
Ammonium Sulfite	$(NH_4)_2SO_3 . H_2O$	46%	Good
Potassium Metabisulfite	$K_2S_2O_5$	58%	Excellent
Monoethanolamine Sulfite (60% sol.)	$[(C_2H_4OH)H_2N]_2H_2SO_3$	19%	Excellent
Triethanolamine Sulfite (60% sol.)	$[(C_2H_4OH)_3N]_2H_2SO_3$	11%	Fair
Morpholine Sulfite	$[O:(CH_2CH_2)_2:NH]_2SO_3$	25%	Good

Obviously, if a particular sulfur dioxide content is required in the solution, it will take more or less of each sulfite, depending on its sulfur dioxide content. Thus, it will take considerably more 60% solution of monoethanolamine sulfite (19% SO_2) to do a certain waving job as compared to say anhydrous sodium sulfite (51% SO_2).

Of all the sulfites listed above, sodium and potassium derivatives are most economical. The amine derivatives produce good waves but at the moment are more costly. Some are obnoxious in odor. Ammonium sulfite is very unstable—in fact it is probably the most unstable commonly used sulfite. It must be protected from air and light or it will decompose or become oxidized.

The amine and ammonia derivatives, in addition to their sulfur dioxide content, produce a degree of alkalinity so much required in the successful formation of a permanent wave.

British Use Plastics to Save Metal

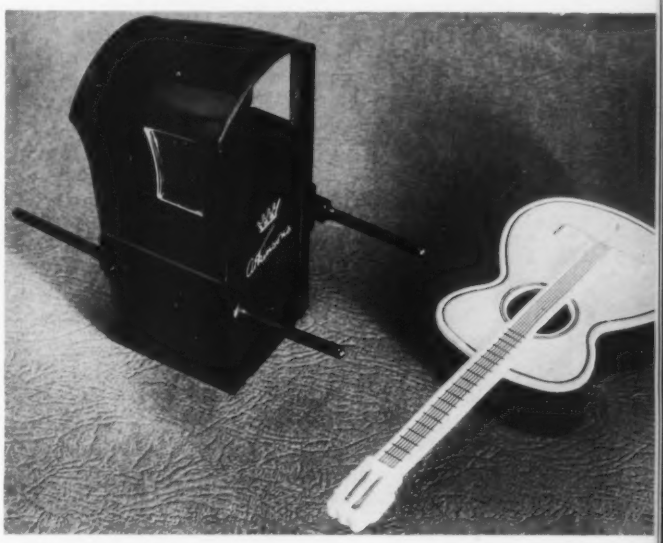
FACED with an uncertain supply of tin plate previously used for making novelty packs as well as a shortage of skilled metal workers in the specialized box making industry, British perfumers are giving increased attention to plastics and encouraging their designers to study the display potentialities of both thermo-setting and thermo-plastic resins. Such well known concerns as J. & E. Atkinson Ltd., Yardley & Co. Ltd. and Saville Perfumery Ltd., to mention only a few, are now making use of molded containers for some of their most popular inexpensive perfumes.

Paper and wood filled urea resins are used to a greater extent than the phenolics, owing to their superior finish and more attractive color effects. Where resins of the Bakelite type are used, however, it is not uncommon to make use of metal inlays or lithographed foil ornamentations stuck on to the top of the box or container. A new and promising method of decorating plastics of great interest to perfumers is now being exploited very successfully. The method, which is a secret one, produces deeply etched designs on the plastic surface which have all the appearance of a photo-engraving on copper or zinc. Saville Perfumery Ltd. is the first to make use of this original ornamentation for its well known "Mischief" perfume. There is no doubt that this new process offers an enormous scope in the perfumery and cosmetics field where plastics have hitherto been restricted because of the difficulty of pictorial reproduction other than by the rather crude transfer method.

Most of the best selling packs are designed to serve a double purpose such as holding jewelry, knick-knacks, matches, etc., or as amusing ornaments for the mantelpiece, and it is no exaggeration to say that some of the latest productions help very materially to encourage sales.

Injection molded packs of cellulose acetate and polystyrene resins are mainly confined to small units such as lipstick holders where there is a very definite need for bright, permanent colors and lightness in weight.

Use of molded containers means easier handling



Two novel thermo-setting resin packages for toiletries

and lower freight charges. It also does away with the necessity to paint or print the container as the molding is permanently colored right the way through. Plastics are available for every type of application, some of the latest additions to the range showing very high selective resistance to many of the solvents used in modern perfumery. Polystyrol, for instance, although soluble in a wide range of solvents, is not affected in any way by prolonged immersion in alcohol. It may, therefore, be used for actual containers for certain alcohol perfumes, also for applicators, closures, etc.

Who Sank the Duck?

TWO of the Big Three soap companies already have non-soap detergents, and the third—Lever Bros.—is ready to pull a similar product out of its sleeve any time. It is therefore time to inquire rather carefully into that minor squabble of a great industry—the question of "Who Sank the Duck?" E. I. du Pont de Nemours thinks that it did—or at least thinks it was first. The American Cyanamid Co. is equally sure that it was first, and both have been sinking ducks for promotion purposes. Though this question is never likely to be settled satisfactorily, it fortunately makes little difference. The fact is that du Pont, Cyanamid, Procter & Gamble, Röhm & Haas, Colgate-Palmolive-Peet, Monsanto, and several dozen other firms can sink ducks today efficiently and regularly. And that is important.

There is no point or commercial utility in sinking a duck. If, however, you have a chemical that will sink a duck, that will penetrate the thick coating of oil on his feathers so that he will sink in water through his own weight, then you have something that is of definite commercial value. Appropriately called "wetting agents," these substances are vital in many industrial operations; and they are contributing to the first really revolutionary change that has ever come to the soap industry. Their sale is around 100,000,000 pounds per year as against 2,800,000,000 pounds of soap. But the textile industry is buying more of these detergents every year and Procter & Gamble and Colgate are selling them for household use.

The big problem in washing most things is to wash out grease. If the dirt on your clothes were simply small black granules, plain water would rinse it off. But water, of course, will not touch grease, and most dirt is greasy organic matter.

This is where "wetting" comes in. The most common types of detergent have a long pencil-like molecule, one end of which has an affinity for water and the other end for organic materials. Thus when they are dissolved in water, they break down the clearly defined surface between water and dirt, and the two intermingle. Besides being a wetting agent, a detergent also must keep grease in an emulsion and disperse the dirt in fine particles through the water.

The first World War played a part when German chemists began to look for soap substitutes that could be made without vegetable or animal fats. They did not find any, but in following up their researches after the war, they came on the first of the present-day detergents. These were the Gardinols, developed by the H. T. Böhme Fettchemie Ges. and the Deutsche Hydrierwerke A. G. in 1928. These created a whirl of interest in the soap industry, for they would do something that soap would not do—they would lather and wash just as efficiently in hard water as in soft.

In this country the Gardinols (or to call them by a more formal name, "sodium salts of sulfated fatty alcohols") were imported and sold for a while by National Aniline. Then du Pont and P. & G. set up the American Hyalsol Corp. to buy American patents that the Germans had taken out. Du Pont and P. & G. became the exclusive licensees, and National Aniline was left out in the cold. National Aniline then hired a chemist from a German laboratory, brought out its own detergent, and the race was on.

For household use detergents are just coming into their own. P. & G., which leaves the industrial applications of the Gardinols almost entirely to du Pont, sells them to the public as laundry powder, shampoo, and liquid dentifrice under the toothsome names of Dreft, Drene, and Teel. Colgate has a similar line made from its own detergent, called respectively, Vel, Halo, and Cue. All these products sell for prices comparable to similar soap products, and their advertising does not stress the fact that they are not soap.

There are a few other scattered detergent products for home use, mostly laundry powders, and Pepsodent is using a detergent in both its toothpowder and paste. That, at the moment, is the whole household market, but it is a certainty that it will expand in both volume and number of products. —*Fortune.*

Liquid Dentifrice Sales Small

TOOTH PASTES still lead the field in oral hygiene. The more carefully considered estimates indicate that pastes account for more than 65 per cent, powder more than 25 per cent and liquids about 6 per cent of the retail dollar volume. Teel is getting between 70 and 90 per cent of liquid dentifrice business.

Only one concern, Procter & Gamble Co., has persistently advertised a liquid dentifrice since Teel came on the market in May, 1939. After Teel appeared, Colgate-Palmolive-Peet Co., Pepsodent and others came out with liquid dentifrices. In doing so, it is contended that a serious strategical error was made. Since their interests were bound up with paste, their claims for a liquid dentifrice were necessarily so lukewarm that they could wield no great influence.

In the powder field, Dr. Lyons is as strongly intrenched as Teel in the liquid field. The keen competition in the dentifrice industry is manifested in the ardent wooing of druggists.

GOSSIPING GUIDE TO THE NEWS

by RAYMOND W. LYMAN

Packaging: Alice M. Jones, designer of *Dorothy Gray* packages, is checking production angles on paper, labels, ribbons, etc., for her Christmas designs. A new package which has been designed to match the rest of the line is the soap kit, lined with pink rubber. Here there is no fashion tie-up such as that in a cosmetic package which must be tied up with current clothes. A practical number like this goes from year to year, of course, and the only re-styling necessary is to bring it into color harmony with the other packaging. In styling the line Miss Jones tries to give packages, bottles and containers a uniform appearance with at least one bright novelty which can be talked about.

Artificial civet: C. F. Booth, director of the perfume division of *Fritzsche Brothers, Inc.*, is aware that, with the present shortage and difficulty of obtaining supplies of natural civet from Abyssinia, perfumers are interested vitally in the new Civet Artificial FB. Remarkably similar to natural civet, in his opinion it imparts the characteristic warmth and lift of the natural product to perfume creations plus a high degree of fixation. In addition he believes that it has the characteristic softness in dilution of the natural civet which most artificial civets hitherto have lacked.

Tubes: Sewell H. Corkran of *A. H. Wirz, Inc.*, points out that the new "Appli-Tube" container with its various forms of applicators has scratched only the surface of its possible uses. The initial use by the Ohio Cosmetics Co. of the tube for nail cosmetics, he believes, is only a start.

Powder: Miss Beth Gerard of *Lucien Lelong, Inc.*, sees a definite trend to the darker powders. The texture, however, is always light and silky so the powder won't clog the pores or cake when powdered over during the day. Lelong uses a delicate floral blend as the company believes heavily perfumed powders are irritating to some people.

Merchandising ideas: O. R. Warns, toiletries buyer of *Ed Schuster's*, Milwaukee, Wis., uses pink blotters trimmed with green as backgrounds when showing perfumes. Lace paper doilies are used on top of the cases for display groupings. Cologne in the blower system provided much comment last summer and perfume samples always are given out at fashion shows to provide another talking point.

Photo by Constance Bannister

Alice M. Jones, designer of Dorothy Gray packages, displays firm's line, including new soap kit lined with pink rubber

A recent tie-up which brought excellent results from every participating department—hosiery, perfume, pigskin accessories, sports clothes—was a store-wide promotion of "Tweed." Miss Kate Connelly, merchandise manager of small-wares, *D. H. Holmes Co., Ltd.*, New Orleans, La., is keying all store display in her departments to the Elizabeth Arden jewel-tone make-up which she thinks is tremendously effective with the chunky jewelry and furs of the luxurious winter season.

Case Display: E. Taylor, assistant buyer of cosmetics, *Arnold Constable & Co.*, carries out a treatment in one line of creams. One concern's products are assembled on a given subject, as Miss Taylor feels that method is far less confusing to the public than a jumble of creams from different manufacturers. Certain cases always are set aside for color harmony. Counter displays above these cases must be carefully tied-up with the inside or they lose their potential sales appeal. The best display, says Miss Taylor, combines color and scent.

Suggestions to boost perfume sales: Have posters made for florist's shops, which can handle packaged perfumes up to $2.50 in considerable volume. The posters should emphasize floral bouquets in madame's perfume array as the one perfume choice a man can't go wrong in making. Packages should be of the novelty but not too fussy type. . . . Why don't salesmen get hosiery and shoe buyers to put in perfumed deodorants and suggest their use on feet as an added sale for the department and a delightful way to get around one of the customer's most annoying troubles?

Perfume: W. J. Overham, general manager of *Parfum Schiaparelli, Inc.*, lined up the Christmas novelties for inspection. Every year at least two are brought out. Last year "Set to Music" and "Spin and Win" received the *Toilet Requisites* award. Members of the firm try to keep in mind they are selling perfumes rather than packages. The

novelties were so successful last year that they felt they couldn't drop them this time. Instead, they added "Scamp," the lapel ornament. The "Shocking" perfume is used with all three. They have invaded the men's field this year with "Snuff." Since women always are complaining that their husbands walk off with their powders and colognes, it will be only turn about if wives use the men's perfume.

Research in progress: One chemist is working on a hair dye which will tint the white strands in about fifteen minutes but not touch the rest of the hair. He expects the research on this to occupy at least another year. . . . One research laboratory is working busily on new cream formulas with new ingredients which actually would nourish the skin. The work will take several years.

Perfume specialty shop: R. Nadja has been seeing an increase in essential oil consumption since so many herbals have become popular, giving recipes for making bath salts, etc., at home. The most popular oils are the floral blends. One-fifth of the sales are oils of a particular floral odor and one-tenth, a heavy, musky scent. On the other hand, a Turkish perfume burner attracts customers.

Light Odors: O. D. Neal, chemist of *Primrose House*, thinks that a return to the light odors is evidencing itself. A name such as "Forget-me-Not" is appealing to women, calling to mind the fragility of the flower. Primrose House is packaging a large bar of pink soap, atomizer, bubble bath and cologne in the "Forget-me-Not" odor for Christmas. The haunting fragrance is so fixed that it will last and the top note of the cologne be retained. Mr.

O. D. Neal, chemist for Primrose House, holds the new bath set in the Forget-Me-Not odor, packaged in pink and blue

Demonstrating the application of Nestle-Lite, a hair bleach, use of which is claimed to leave the hair soft and silky

Neal has been experimenting with a fixative which turns a little yellow with light. He suggests the use of tartaric or citric acid in addition. He also states that artificial musks can be very useful in cologne.

Throw-away: The advertising department of *Nestle-LeMur Co.* has just completed a three-fold throw-away for Nestle-Lite, a hair bleach. Using "They Still Prefer Blondes" for the lead, blonde hair stands out against a blue background on the cover. Directions are given carefully both for retouching or root treatment and for general application on arms or legs. The copy stresses how silky the hair is as a result of the oil in this new bleach. Use of yellow and blue is made on the pen and ink sketches as well as in bands across top and bottom. The product is advertised in the consumer magazines and on the radio, in addition to extensive newspaper linage.

Perspirant check: Vice-president Thomas Lewis of *Helena Rubinstein's* is watching with interest the work on perfumed deodorizers. He feels that the chemists just about have the chemical question licked on how to get madame's favorite perfume into a perspirant check.

Men's toiletries: William Kolbert of *Parfum L'Orle*, in addition to the deodorizing perfume for men, is introducing a new product "Spirits of Perfume," a toilet water containing no water. A cameo bottle of porcelain type shows a polo player in full relief. Even the detail of a spur strap shows on

the back. Grassy, outdoor scents are used and not delicate odors dressed in a masculine package. He feels that promotion in this field hasn't scratched even the surface of possibilities.

Advertising Copy: Mary Murray, copywriter for toiletries at ***Lord and Taylor***, thinks cosmetic advertising should play up both sex appeal and fashion information. She prefers a light, whimsical approach to the subject, rather than one which takes itself too seriously. Miss Murray notes that today the "grand gesture" is the thing in perfumes and make-up, as it is in fashion accessories.

Hormones and Vitamins in Cosmetics

EXPERIMENTS have demonstrated that androgens, estrogens, and certain vitamins are absorbed by the intact skin, with the possibility of causing systemic disturbances similar to those observed after injection of these substances. Percutaneous absorption of estrogenic substance may exert profound influence on anterior pituitary and ovaries, producing disturbances in menstrual cycle and changes in general organism.

In animals, sex hormones can induce proliferation of cells in tissues, gradually developing cancer. There is potential danger to normal persons using cosmetics that contain active therapeutic agents used to produce systemic changes. Absorption of estrogenic substance acts on gums and oral mucous membranes, enlarges nipples, causes decrease in gonadotropic principle and hypertrophy in pituitary.

There is a similarity in chemical structure between estrogenic substance, sterols, bile acids, vitamin D, and some carcinogenic hydrocarbons. Certain carcinogenic substances can cause estrus in rats. Indiscriminate use of estrogenic substances should be avoided, especially in cases with predisposition to cancer.

Some dermatoses are helped by inunction with estrogenic substance; also many symptoms of menopause relieved. Full investigation is needed. Commercial face creams containing estradiol produced cancer in animals, and systemic changes in one-fifth of the amounts prescribed for women.

II. Vitamins A, C, and D can be absorbed through the skin; excess of D can cause hypervitaminosis, which is bad in many cases. This is the only vitamin with toxic symptoms when administered orally in man; no such effect from cutaneous application. Small doses accelerate healing; large doses retard it.

Topical applications of A correct A-avitaminosis in animals show bad results from injecting large amounts of A; also disturbances in estrus cycle in rats. There is no proof of local effect on intact skin.

Cutaneous application for vitamin deficiencies are impractical and uneconomical. Percutaneous injection may be tried with ingestion but is not effective. Use of vitamins in creams, lotions, and soaps has not been proved of value.

Conclusions: Cosmetics should not contain potent ingredients with constitutional effects. There is possible danger to normal persons using cosmetics containing active therapeutic substances used in medicine to produce systemic changes.

Secrecy should be abolished regarding ingredients of products offered as cosmetics. Knowledge of the chemistry and composition should be available. Even small amounts may cause allergic disturbances in some individuals.

Widespread uncontrolled use of therapeutic agents (e.g., hormones and vitamins) in cosmetics makes it necessary to determine margin of safety and efficiency if used in this manner. Cosmetic preparations which function by activity of hormones and vitamins might be classed as therapeutic agents. An exhaustive bibliography of all available literature supplements the foregoing.—*Abstract by Florence E. Wall of an article by Joseph J. Eller and Shirley Wolff, Ph.D., in Jour. Amer. Med. Assn., 114, I No. 19, pp. 1865-1875; II, No. 20, pp. 2002-8.*

War Time Merchandising

IF the United States goes to war merchandising will be uprooted from its established channels, according to M. Cherne, executive secretary of the Tax Institute of America, who presented a paper before the Boston Conference on Distribution.

Mobilization will necessarily involve expanded government control with all trade practices that possess any element of duplication or waste as prime targets.

The minimum objectives of a conservation campaign pushed under wartime duress were enumerated as follows:

1. Secure all possible reductions in the number of styles and varieties of an industry's products.
2. Eliminate varieties that violate the principle of economy in the use of constituent materials.
3. Substitute plentiful articles for scarce ones.
4. Discourage the use of materials that are needed for more important purposes.
5. Standardize sizes of packages so as to preserve strength while achieving economies in materials and labor.
6. Economize in the use of samples.
7. Economize in containers by eliminating smaller and odd-sized ones.
8. Economize in packing by increasing the number of units per package.

Intervention by the government when it does occur and control when it is exercised will be the product of shortages, of bottlenecks, etc. Price control will be used to prevent these.

Talks with Employees

"IT seems to me that an executive who cannot take a few minutes from time to time to meet and talk to his employees is missing one of the most valuable and satisfactory aids for inspiring friendliness that leads to mutual understanding and loyalty."—*J. C. Gibson.*

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON G. DENAVARRE

Laboratory Apparatus—You couldn't do better than read the *Analytical Edition* of *Ind. & Eng. Chem.* for October, 1940, if you are interested in knowing laboratory equipment and its uses. It brings the subject up to date. R. H. Muller has done an unusual compiling job. Realizing the interest this subject aroused last year, the A.C.S. again scores four stars for service to its membership.

Worried about Ozokerite?—Among the host of amazing new materials seen during my recent round-up of the producers in the East, I saw some "microcrystalline" waxes that will knock your eyes out. The petroleum industry has not been sitting down on the job. It must have seen this war coming and hence are now well prepared. Some of these waxes are as white as ozokerite, others are slightly tinted. With the trend toward tinted creams, a little color won't hurt. They are cheap, too. Several different sources produce them. Incidentally, there are plenty of waxes, petrolatum and mineral oil, so I hear.

Foaming Soapless Shampoo—One of the methods of overcoming the drawback of poor water solubility of certain synthetic soap substitutes is to work them into a paste and sell the same in jars or tubes. In fact, a couple of people have done this to good advantage, working glossifying and emollient agents into the mixture at the same time. Thus a paste with say 35 to 50 per cent total solids may be used to replace a double amount of liquid shampoo at considerable saving because you don't have to ship water around the country. A host of wetting agents described in the Wetting Agents Bulletin can be used in this manner.

New Bulletin—The latest Bulletin to be issued by the Research Service of THE AMERICAN PERFUMER is on WAXES. Animal, vegetable, mineral and synthetic products are included. The Bulletin is a complete dictionary of Waxes, their uses, source of supply and current price in standard units. Certain materials not yet available are dealt with also. Many months in the preparation, this Bulletin will probably reach an unprecedented circulation. *Order your copy now.* Just send in your request on a penny postal and as soon as the Bulletin is off the press, a copy will be sent to you at once. The Bulletin is *free* to subscribers of THE AMERICAN PERFUMER. I ask you, where else do you get so much for the price of a year's subscription?

The Gum Situation-Hair Waving—If we can believe what we hear, there is none too much gum on hand. In the hair waving field, methinks you will find greater reception for waving solutions made without gum. Solutions based on water soluble materials that will give the same results and maybe dry in less time. The war is going to change a lot of requirements for finished goods. He who gets in early, gets the best seat at the show. Here is a million dollar secret . . . don't overlook the borates of mannitol, sorbitol or glycerine. Yea—even pectin! Who knows what tricks may be played with this ingredient. There are scads of it, too. And the alginates are no exception; domestically produced at low cost they promise big things for the future and are the nearest synthetic to tragacanth gum which they can easily replace—uniform and controlled viscosity, too!

New Perfumes—As long as it is possible to obtain cheap natural materials from which isolates and derivatives can be made, so long will it be possible to produce the recognized types of perfumes. Already the situation on natural absolutes and oak moss is quite unhealthy. Other natural materials will suffer in like manner if the war continues.

What to do? The real ingenuity of American perfumers will be strained to a degree without parallel. From it all will emerge truly American perfumes, *not* duplicates of European odors.

The condition might be likened to that existing with textile dyestuffs during the last World War. It takes our chemists a while to get oriented but we come through in the clinches. Manufacturers, heretofore scared to introduce a truly different odor, will have no alternative.

It is amazing how we might produce synthetic chemicals with enough of a *touch* of naturals to give them that "plus" something required in fine perfumes. Thus distilling certain synthetics over particular flowers, leaves, roots or twigs has yet to be developed so that the whole process can be produced economically and

soundly. Certain flowers, for instance, may not lend themselves to being treated and distilled with synthetic aromatic chemicals, but others may. Anyone acquainted with the sweet garden mignonette knows how difficult it is to isolate the odor. Yet starting with geraniol distilled over mignonette results in a compound possessing that particular subtlety impossible to obtain otherwise at reasonable cost. Maybe even lilac flowers may yield to some such treatment with a particular synthetic chemical.

Cost will preclude a lot of such actual processing. Natural technical drawbacks also will hamper the work, but it is worth trying. And the results may be amazing in their success.

Plantations of vetivert and lavender have been started in this country ten or more years ago. American dealers in aromatics have not given the aid to these projects they deserve. We could now be producing both oils in pretty large quantities if a helping hand had been given the people behind this work. The federal government won't help because the materials are not "essential."

Maybe you are personally pretty well "heeled" in certain raw materials, but remember that if the war continues like it did in 1914, it is going to take a *helluvalot* of raw materials to carry you through. The time to experiment is at hand. *Letsa go!*

STANDARDS for raw materials are being developed by two groups in the industry. The Scientific Committee of the Essential Oil Assn. of the U. S. A. conducts a continuous study of essential oil and aromatic chemical standards. When it is felt that any particular result achieved through research indicates the need of revising the corresponding standards in the U. S. Pharmacopeia, recommendations are made to the U. S. P. Revision Committee. Already much useful work has been done.

The Scientific Advisory Committee of the T. G. A. is also working on standards. Already suggested standards for mineral oil (non-paraffin base) have been made. Standards for other products on which the committee has been working will be issued from time to time. A suggested standard for mineral oil (paraffin base) will be issued shortly.

QUESTIONS & ANSWERS

321. Liquid Dentifrice

Q. *Will you kindly give us a suitable formula for a liquid dentifrice including source of wetting agent and information regarding the nature of the alcohol used in such a preparation.* E. D., S. D.

A. An article on liquid dentifrices appeared in THE AMERICAN PERFUMER, September 1939, page 29. In this article it was mentioned that special denatured alcohol formula 38B using wintergreen and peppermint oils as denaturants should be used in compounding of a liquid dentifrice. Types of wetting agents which could be used in the preparation were described. Mucilages most satisfactory for thickening a liquid dentifrice included quince seed, sodium alginate and methyl cellulose. Certified food dyes giving the desired tint together with the types of wetting agents capable of being used in these preparations were discussed. Sources of wetting agents are described in THE AMERICAN PERFUMER Bulletin on Wetting Agents offered to subscribers.

322. Soapless Shampoo

Q: Will you kindly send me a formula for a foaming soapless shampoo using powdered ingredients if you have one available? R. R. R., Ill.

A. Formulas for foaming soapless shampoos together with the ingredients which may be used in compounding them are described in THE AMERICAN PERFUMER Bulletin on Wetting Agents, available free to all subscribers while they last. Your main problem is to find a wetting agent that has sufficient solubility, great foaming power, low cost, little or no color, non-irritating and which produces light to colorless solutions. Normally it requires 15 to 25 per cent of wetting agent to form a satisfactory shampoo comparable to those already on the market. Because of the fact that wetting agents are all sold by trade names, we cannot give you the name of any one product, this being contrary to the policy of THE AMERICAN PERFUMER. This department mentions only chemical names. The trade names are mentioned in the bulletins.

323. Hair Lacquer Formula

Q: *On page 102 of the July, 1940, issue, we note a formula for hair lacquer. One of the ingredients is tincture of benzoin, but you do not state what percentage tincture this is. Where can you obtain the mixing directions for this formula? Inasmuch as tincture of benzoin is a brown fluid, wouldn't this give the product a brown color? Inasmuch as we want a colorless lacquer, can you suggest such a formula?* P. C., Minn.

A: The tincture of benzoin mentioned is the official product containing 20 per cent of gum benzoin. While this tincture is a brown fluid, it is doubtful if it would have any staining effect on hair other than gray or blonde, and even then it may not stain. However, you may use other colorless resins, either synthetic or natural, of which there are many. Ordinary rosin is available in the palest lemon yellow tint and would not interfere with the natural color of the hair. The lacquer for which the formula appears on the above mentioned page may be made by mixing the perfume and glycerine with the tincture of benzoin. Dissolve the borax in distilled water. While rapidly stirring, add the benzoin solution to the water. When all has been added, strain through silk and bottle. It may be interesting for you to experiment with some of the water soluble resins such as mannitol or sorbitol borates or some of the glycerine-boric-acid resins. All are water soluble.

AIDS TO BETTER PRODUCTION

by RALPH H. AUCH, A.B. C.H.E.

APPARENT DENSITY

What with the restrictions on slack fill packages, the apparent density of the various ingredients going into the formula of any packaged powder has taken on new significance.

The packaged food manufacturer long has availed himself of the difference in apparent density or weight to volume of pulverized, powdered and granulated sugar, for example. Since pulverized sugar runs as high as 29 fluid ounces per pound, powdered about 19 to 20 and graulated slightly over 16, it is an easy matter to adjust the bulk of any given net weight package up or down. There is no effect at all on the formula whether it be chocolate malted milk, pudding or pie filling powder, since sugar is sugar in all three forms or apparent densities.

It is not quite so easy as this in cosmetic formulation but investigation will uncover various possibilities. For example, precipitated chalk is available in a number of apparent densities. By having a suitable light one and a heavy one always in stock, adjustments in bulk can be made in the batch as the normal variations in the other ingredients make the product too bulky or too dense. This is equally true whether the product is face or tooth powder or any of the others in which this ingredient finds application.

Various methods of determining the apparent density of powders are employed. Perhaps as simple and satisfactory a one as any is that described in "Evaluation of Talc" in July, 1933, issue of THE AMERICAN PERFUMER by this writer. For certain raw materials, it is well to drop the graduated cylinder containing a definite weighed quantity, a definite number of times from a definite height at a definite speed to obtain more accurate results.

QUALITY CONTROL

The new federal law is making tighter, more rigid quality control of raw materials and ingredients almost mandatory. Casual inspection of finished products, from time to time, taken at random from dealer's shelves, suggests that the findings might well be the object of closer quality control.

The item "The Morning After" in this column in the September, 1940, issue, touched on the last look after final assembly of the package. The thought here advanced is that closer scrutiny of bottles, jars, tubes, labels, individual cartons and other findings before acceptance and delivery to the packaging floor, is of decided advantage.

The production man who is critical of the findings furnished him will find that the various vendors supplying his needs will tighten up on their inspection. When occasionally any findings do slip through their inspectors that are below the standards established by mutual agreement, they will cooperate fully and promptly to correct the shortcoming. Conversely, if a stock item is used and there is any sub-standard production, the vendor will find an outlet for it other than where he knows rigid inspection is maintained.

Packaging Portfolio

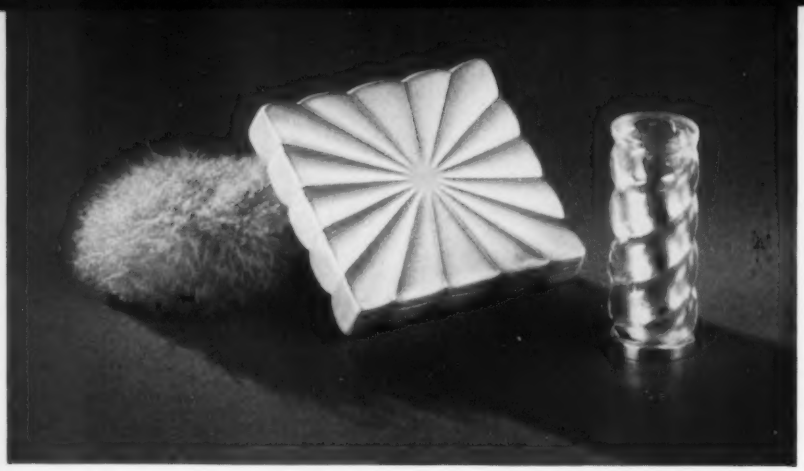
Lucien Lelong: Four ivory-like turrets of the medieval Castel, in two sizes, hold vials of perfume.

de Faros: Flacons of Bretton Woods, Lido, Lilac comprise the red, white and gold Souvenir package.

Mary Dunhill: Young America set, in red, white and blue, shows the nation's original 13 states.

Lentheric: Anticipation Bouquet makes its debut in a special decanter. It is offered in two sizes.

Primrose House

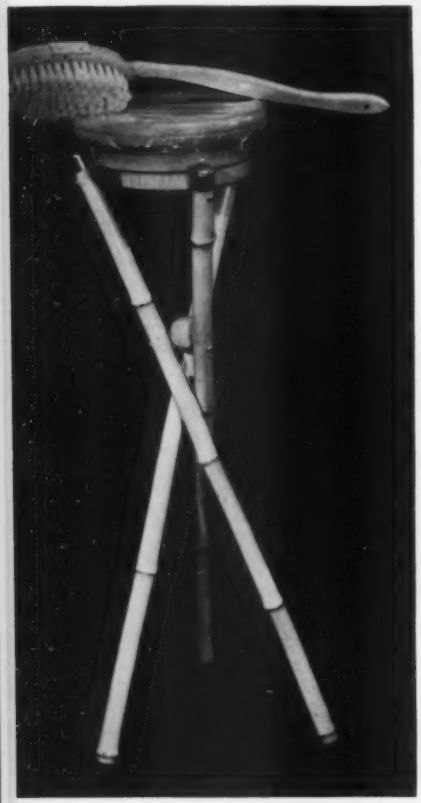


Elizabeth Arden

M. de Tuvache

Frances Denney

Mem, Inc.



Helena Rubinstein

Primrose House: Scottie Kit comes in four clan plaids, Cameron, MacPherson, MacGregor and Prince Edward Charles. It contains matched powder, rouge and lipstick; creams, skin freshener, foundation lotion.

M. de Tuvache: Five perfumes with gold-embossed labels of suede are offered in grass cloth boxes. There are three colognes—Cossack and Highlander for men, White Hyacinth for women. John Hudson Moore, distr.

Mem, Inc.: A soap bowl on a bathroom stand holds 16 oz. of soap in almond cream, silver pine or verbena odors. The natural colored bamboo stand is 26 in. high; one of wire is 18 in. Photo by Sterling-Gordon, Inc.

Elizabeth Arden: The golden sunburst compact and its matching lipstick are offered by this house as suggestions for holiday gifts. The sifter compact has a large mirror. Lucite is used for the lipstick case.

Frances Denney: Career Woman Kit is the name for this compact bag created especially for the career woman and college girl. It holds generous sizes of creams, rouge, lotion, powder, lipstick, Under-Tone.

Helena Rubinstein: Keys to Beauty are a trio of lipsticks strung on a key chain, complete with a round metal mirror. The lipsticks in Red Velvet, Red Coral and Sporting Pink shades appear in red, white and blue cases.

Charles of the Ritz

Antoine

Corday

Charles of the Ritz: Moss Rose, a new line of bath and beauty preparations, traces its inspiration to the Victorian era. Pink, green and white are the colors used and a wallpaper motif marks the outside wrapping.

Richard Hudnut: In the Du Barry line is a beauty kit created exclusively for the firm by Mark Cross. In one section, the mirror lifts up to reveal make-up aids. The other section holds creams, lotions and powder.

Coty: One ensemble in this firm's newly presented beauty preparations includes nine aids to make-up. Flax blue, gold and maroon are used for the labels. The bottle and jar caps are blue. The kit is red leatherette.

Antoine: Nuance bath preparations are offered in pink and black containers with floral medallion labels. They include cologne, bubble bath, body lotion, body freshener, bath oil, dusting powder and face powder.

Corday: Jet perfume is presented in a crystal flask with a black stopper and label. The box containing it is of white satin and velvet. Four sizes are offered. Jet fragrance also comes in toilet water and eau de cologne.

Babs Creations: Gay Whirl, representing a ballerina poised atop a carpeted glass staircase, was inspired by the ballet. The bottle holds four ounces of eau de toilette. Pastel colors are used for the novel package.

Richard Hudnut

Coty

Babs Creations

EDITORIALS

WHAT IS AN ESSENTIAL OIL?

EVERYONE in the industry knows what an essential oil is, yet it is a curious fact that there is no satisfactory definition of it. Such a definition must be both accurate and practical for administrative purposes; and so far none has quite met these requirements. The urgent need for such a definition came when the Toilet Goods Manufacturers' Association of Canada began preparing representations to support a request for a change in the method of classifying essential oils and mixtures thereof for customs purposes. Experts consulted by the association have had the greatest difficulty in formulating a definition of an essential oil which would enable the authorities to determine accurately what products are essential oils and what products are not. Any suggested definitions which it is believed may answer the purpose will be welcomed.

THE SHORTAGE OF GUMS

IT is idle to deny that the shortage of gums is becoming critical. There are a few domestic substitutes having the properties of karaya, tragacanth and acacia gums. Methyl cellulose has a limited application. Then there is a certain amount of extractive from Irish moss, which, while processed here, is based on imported materials. Then there are a few other agents which have been used as sizing materials only up to now but which may find application in the cosmetic industry. Aside from these the alginates appear to be the only source of a gum-like product produced at low prices. The utility of these in replacing certain other gums in tooth paste, shaving cream and other cosmetics offers interesting possibilities as pointed out in Desiderata in this issue.

STATE CONTROL OF FOODS AND COSMETICS

UNDER the new state food, drug and cosmetic laws, state control officials are expanding the scope of their activities. The extent of the investigations and surveys in the inspection of manufacturing establishments, the inspection of retail channels of distribution, sanitary conditions, processes and labeling now being undertaken by state control officials probably would surprise most manufacturers. And it is highly probable that state control officials will seek larger appropriations for the maintenance of laboratories, employment of physicians, chemists, pharmacists, cosmeticians, food specialists and inspectors to enforce the state laws.

How will their elaborate plans for the enforcement of the state food, drug and cosmetic acts be carried out? In the opinion of John S. Hall, the question of registration and license fees will receive serious consideration—and it is likely that all types of retail channels handling these products will be subjected to more severe scrutiny than ever before. The new state laws carry provisions making it mandatory that state control officials ascertain whether or not cosmetics, foods and drugs have been prepared, packed or held under insanitary conditions whereby they may have become contaminated or rendered injurious to health. There is also the possibility of conflict with other state agencies such as health and pharmacy boards controlling the use and application of cosmetics, etc. One thing seems certain: the state control officials will assume jurisdiction for the enforcement of the manufacturing of foods, drugs and cosmetics as well as their distribution. More than ever before, it will be necessary for manufacturers to keep closely in touch with state control officials and their activities.

AN ENORMOUS TANK

THE earth has yielded 35,240,556,000 barrels of petroleum since its first recorded commercial production to the present time, according to the American Petroleum Institute. To make this figure graphic, mathematicians for the Institute have computed that this would be enough petroleum approximately to fill a tank one mile square and one and one-third miles high. White oils and petrolatum, which now play such an important role in our industry, are of relatively recent development. And perhaps some moral may be drawn from the fact that the most important product of the mineral oil industry today, gasoline, was regarded as an inconvenient by-product for more than fifty years and many by-products were unknown for years.

THE AMERICAN PERFUMER

Flavors

INDUSTRY SECTION

A section designed to chronicle the activities and to epitomize the spirit of energy, the new viewpoint and the desire of the flavor products industry to be in the forefront as ways improve and methods change

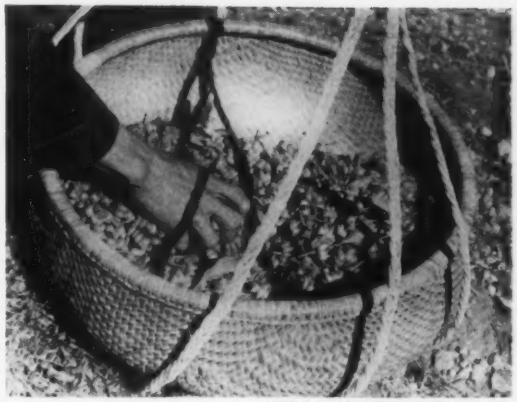


Photo courtesy Fritzsche Brothers, Inc.

Freshly harvested star anise fruit in French Indo-China

ANISE FLAVORS FOR CAKES, CRACKERS

Agreeable flavor for pancakes and useful in liqueurs . . . Products with allied flavors . . . Making the extract

by H. STANLEY REDGROVE

B.Sc., F.I.C., F.R.H.S.

DURING my recent visit to the United States, I did not encounter any drink or foodstuff having the anise flavor. Perhaps I was unlucky; but, in any case, it seems correct to say that the flavor is not exploited in the U.S.A. to the same extent as it is in France. It is also true to say that the flavor does not appear to be a popular one in my own country. To a certain extent, the Englishman's dislike of anise-flavored drinks at home is understandable, since, unless these drinks are served well iced, they are not very attractive, and may, perhaps, unpleasantly remind of cough mixture. Englishmen who visit France, however, usually take to Pernod as ducks take to water. Unfortunately, the icing of drinks in Great Britain is still in a rudimentary state of development. But in the States, where the serving of drinks iced is the usual practice, neglect of the anise flavor is less easy to understand.

USEFUL FLAVOR IN PANCAKES

Apart from the use of the flavor in aperitifs and liqueurs, the anise flavor is an agreeable one in pancakes. Anise-flavored pancakes are a specialty of a small part of southwestern France and deserve to be more widely known. The flavor is useful also in connection with cake and cracker making. Anise-

flavored crackers form a delightful accompaniment to hot stewed peaches.

There are two main sources of the anise flavor in nature. These are: 1. aniseeds, the ripe fruits of *Pimpinella anisum* L.; and 2. star-anise, the fruit of *Illicium verum* Hk. *f.*, two plants which, curiously enough, are totally unconnected botanically, the first being a member of the *Umbelliferae*, the second of *Winteraceae*, a part of the magnolia family.

SOURCES OF ANISE FLAVOR

The first is an annual plant which attains a height of about one foot, or more under cultivation. It is a native of Egypt and of several of the Mediterranean islands. It is cultivated in several European countries, also in Tunis, India, Chili, and to a limited extent in the United States, chiefly in Rhode Island. The English climate is rather cold for it and when grown in England, it often fails to ripen fruit. Useful information regarding its cultivation in the United States may be obtained from Farmers' Bulletin No. 663, on *Drug Plants under Cultivation*, issued by the Department of Agriculture.

The second plant, a small tree, does not appear to be known in a wild state, and its cultivation is practically restricted to two small areas in South China and French Indo-China. Various reasons have been assigned for the neglect of the tree in other parts of the world. These are discussed in my work on *Spices and Condiments*, pp. 253-4.

In both cases the flavor is due to volatile constituents and is obtained in the form of essential oil distilled from the fruits. In both the U.S.P. XI and the *British Pharmacopoeia* of 1932, anise and star-anise oils are treated as identical. They are used in medicine as carminatives and mild expectorants, and, possibly from the therapeutic point of view, the difference between the oils can be neglected. From the point of view of flavor value, however, the two oils cannot be treated as identical, and the U. S. Definitions and Standards for Food Products, issued by the Department of Agriculture in 1932, requires anise extract to be prepared from the esential oil of *Pimpinella anisum* L., and to contain not less than 3 per cent by volume of this oil.

MAKING ANISE EXTRACT

To make this extract, Kessler (*Practical Flavoring Extract Maker*, second edition, revised by Higby) recommends the dissolution of four ounces of anise oil in one gallon of spirits. The spirits must be strong, otherwise complete solution will not be effected. Using 95 per cent alcohol, an extract is obtained containing approximately 3 per cent of anise oil and 92 per cent of absolute alcohol.

Walter (*Manual for the Essence Industry*) states that, although beverages having the anise flavor never contain extractive aromatics, the flavor being due solely to volatile oils, it is advisable to distil aniseed itself with alcohol to obtain an essence of purer and more pronounced flavor than is afforded by the dissolution method. He gives a recipe, worthy of the attention of manufacturers of flavoring essence manufacturers. His advice, *re* rejection of the first runnings, is very pertinent and must not be ignored, as these are of unpleasant flavor.

He also gives a recipe in which seven parts of anise oil along with one part of lemon oil are distilled with alcohol, first runnings again being rejected. This is recommended as a means for obtaining a terpeneless extract. The only terpenes would come from the lemon oil, as good quality anise oil contains no terpenes, and the method is rendered obsolete by the employment of terpeneless lemon oil in the first place.

For preparing flavoring essences, if use is made of either aniseed or star-anise itself, care must be taken that the spice is pure.

Apart from common impurities, such as stalks, dust, dirt, etc., two very dangerous adulterants have been met with: fruits of Hemlock (*Conium maculatum* L.) in aniseed, and the fruits of Japanese star-anise (*Illicium religiosum* Siebold) in star-anise. Both these adulterants are poisonous. Hemlock fruits do not possess the pleasant odor of aniseed, and when moistened with a solution of potash, they emit a disagreeable mousey odor. The test, however, is not sufficiently delicate to detect a small addition of conium to aniseed. The presence of conium, however, is easily detected by examining the spice under a good lens, as the mericarps of conium fruit are quite glabrous, whereas anise fruits are clothed with little stiff hairs. If glabrous fruits are present, these can be removed and tested with potash.

In the case of star-anise, users should refer to the drawings on p. 258 of my work on *Spices and Condiments*, designed to make clear the different appearance of the fruits of *Illicium verum* and *I. religiosum*.

CHIEF CONSTITUENT IS ANETHOLE

The main constituent of anise oil is the crystalline substance anethole. Owing to the high content (80 to 90 per cent) of this body, anise oil solidifies on cooling to about 15° to 19° C. The other constituents are methyl-chavicol ("estragol"), an isomer of anethole and rather similar to it in flavor, but more "herby," and a ketone (*para*-methoxyphenyl-acetone) of almond-like flavor. The first runnings of the oil, which in a good quality product are discarded, contain acetaldehyde, malodorous sulphur compounds and traces of terpenes.

Anethole is also the chief constituent of star-anise oil, a good quality oil containing at least 85 to 90 per cent of this valuable constituent. Such an oil will solidify on cooling to 15° C., especially if a single crystal of anethole is dropped into the chilled oil, but will remelt on heating to 17° C.

Star-anise oil also contains methyl-chavicol, along with numerous other substances, some of which tend to mar its flavor, which, although definitely pleasant, is not so pleasant as that of anise oil.

Star-anise oil provides a source for the isolation of anethole, and isolated anethole is a very useful flavoring material, superior in quality to star-anise oil. It has been claimed to possess a finer flavor

than anise oil. In my opinion, however, the finest flavor is that of high grade anise oil, but if the oil is contaminated with the first runnings, then the flavor is certainly not so fine.

NATURAL PRODUCTS WITH ALLIED FLAVORS

Other natural products having flavors allied to that of anise are tarragon (*Artemisia Dracunculus* L.), sweet cicely (*Myrrhis odorata* L.) and fennel (*Foeniculum vulgare* Miller). *Myrrhis odorata* does not appear to have attracted the attention of flavoring essence manufacturers, but is a useful plant for the domestic herb garden, as its chopped leaves or seeds make a delightful addition to potato and Russian salads. The other plants yield important essential oils, distilled from the fruits in the case of fennel and the whole plant in the case of tarragon. Tarragon or estragon oil has a more "herby" aroma than anise oil and contains methyl-chavicol as its chief constituent. The oil finds limited use in high-class perfumery, and is a useful flavoring agent. Its flavor blends well with that of vinegar. Fennel oils are variable in aroma and composition, according to the variety of the plant from whose seeds they are distilled. Main constituents are anethole and fenchone, the ratio between the anethole and fenchone being higher in the case of sweet fennel oil and lower in the case of bitter fennel oil. The value of the sweet oil for giving an additional flavor to fish pastes is noteworthy.

Vanilla Market Soaring

By RUFINO CAGIGAL, JR.*

THE market on all varieties of vanilla is reaching new heights with stocks for domestic use depleting considerably. The crop of Bourbon beans soon will be ready for shipment, but it remains uncertain as to when we are going to receive stocks to ease the domestic market.

Normal communications with the Islands have been discontinued and there is a possibility of eventual calls by chartered steamers, but so far the only products allowed to be imported are those necessary for the national defense.

The Vanilla Bean Association of America has been very active in endeavoring to find a solution to this problem which will affect greatly the flavoring and ice cream industry of this country, if the shortage of beans grows more acute.

Mexican beans are going to play a very important part in the market for the present, as the trade is concentrating on this variety. This has caused great excitement among the Mexican growers and curers, with the result that the Mexican crop is now being gathered, long beforehand. A number of dealers and curers have been making efforts, together with the Mexican government, to stop this practice of purchasing beans before time, but so far negotiations have not been successful. The gathering of beans continues in full force at prices never paid before, with the final result that the crop, which

* M. Cortizas Co.

Photo courtesy M. Cortizas Co.

Mexican green vanilla beans are being gathered beforehand this year due to shortage of stocks in the United States

was expected to be about 20 per cent larger than last year's, at the end might be reduced 40 per cent.

The gathering of green vanilla before the fruit is fully developed, and hence not matured, results in beans of inferior quality, and it can be ascertained that these beans, so cured, never will keep. The bean itself will be lacking many of the essential qualities, such as vanillin content, sugar, resins and essential oils. The laboratory will find the difference in the results, and in order to curb the early picking of beans, not only in Mexico but in other producing countries, the manufacturer, as well as the importers, should demand beans properly cured and refuse the early gatherings of the crop, as they might refuse windfalls and defective vanilla.

Use of the Word "Pure"

BY DR. J. W. SALE

IN REPLY to a request for a definition of the word "pure," we said: "The somewhat overworked word 'pure' unquestionably has several different connotations, which would make a restricted specific definition rather difficult to formulate. For example, the word 'pure' on a food product might be interpreted by a consumer as assurance that the article is free from impurities such as deleterious ingredients or ingredients unfit for food for other reasons, and on the other hand, might be interpreted in the sense it is often used as implying that the article conforms to some standard of identity. Since the law contemplates that foods be free from unwholesome or deleterious impurities and that foods for which standards have been promulgated conform to those standards, the word 'pure' is unnecessary in labeling and perhaps the simplest thing is not to be concerned about defining it but avoid its use on labeling where any question as to its interpretation exists."

The term "pure" is questionable when applied to vanilla extract not made directly from vanilla beans.

The Raspberry Flavor

By J. A. BOUTON

IN the October issues we discussed vanilla flavor and its manufacture. In this article we will discuss raspberry flavor in the form of juice, concentrated juice, concentrated juice fortified with imitation.

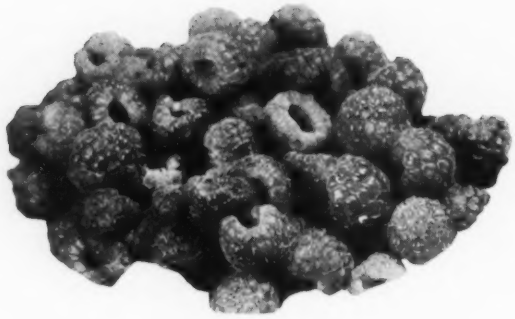
A true fruit raspberry flavor is made by extracting the juice from the berry by means of a press. When this pure juice is placed in a still and distilled in vacuum, the result obtained is a true fruit juice concentrated. The degree of concentration is determined by the extent to which the juice is subject to distillation. If we start with a definite volume of juice and reduce it to one-quarter or one-eighth of its original volume, the result will be a 4 to 1 or 8 to 1 concentrate. This means that one part of the concentrate is equivalent to four parts of the juice, or in the latter case eight parts. It also signifies that the original water content of the juice has been reduced, thereby stabilizing the keeping qualities of the juice to a much greater extent. It might be interesting to point out here that if the concentrated juice is then diluted back to its original volume with water, it no longer will compare favorably with fresh juice. This seems rather odd because in reality all we did when we distilled the juice was to remove excessive water but when we put it back we no longer get the same delicate flavor.

WHY JUICE IS CONCENTRATED

The reason for concentrating the juice lies in the fact that the fresh raspberry juice does not contain sufficient flavor to be used satisfactorily on a commercial scale in certain commodities, such as gelatine dessert powders. These powders are mixtures of sugar, gelatine, citric acid, and color. The nature of such a mixture does not permit the addition of large volumes of moisture in the form of true fruit flavors. If the package contains too much moisture, the powder will be very prone to the growth of mold and fungi because of the action of moisture on gelatine. My point will be made much clearer by an illustration.

A few years ago the writer was experimenting with concentrated (8 to 1) true fruit raspberry flavor in gelatine dessert. It was found necessary to use at least one pint of the flavor to 100 pounds of the mix. The flavor used was absolutely pure, containing no fortification whatsoever. The flavor was satisfactory when tasted immediately but after being packaged and tasted at monthly intervals, it was not very long (two months) before the flavor disappeared completely. This indicated that either a more concentrated flavor should be used, or a great deal more of the present one, in order to offset loss of flavor due to shelf life.

However, it would not be advisable to make the flavor more concentrated because even at 8 to 1, a great deal of the delicate flavor principle is lost. Also, it would not be wise to add more volume of the 8 to 1 concentrate to the mixture because it would make the powder too moist. Actually 24 ounces of 8 to 1 concentrate were required to 100 pounds powder in order for the powder to have flavor for at least four months. But 24 ounces produced a moldy growth in the package. The next best thing to do would be to use a concentrated true fruit raspberry fortified, and this was done with excellent results.



CONCENTRATED RASPBERRY FORTIFIED

The expression "concentrated true fruit raspberry fortified" means in this case an 8 to 1 raspberry fortified with an imitation aromatic mixture. The fortifying material may be a finished imitation raspberry flavor which may be used by itself as a flavor instead of the concentrated true fruit, or it may be a special blend which in itself would not be a good imitation raspberry flavor but when used with true fruit in the proper proportion would bolster up and give the flavor lasting power. An example of the latter would be a mixture of about

8 parts	ionone (20% solution in alcohol)
1 part	jasmin oil (10% solution in alcohol)
2 parts	benzyl acetate
2 parts	vanillin
3 parts	alcohol
16 parts	

Approximately one ounce of the above could be used to about 10 gallons of an 8 to 1 concentrate. Then eight ounces of this fortified flavor should be sufficient to flavor 100 pounds of gelatine dessert powder. It might be necessary in specific cases to add more or less flavor as desired, or the adjustment might be made by adding more or less of the fortifier to the true fruit flavor.

IMITATION RASPBERRY FLAVOR

The next point for consideration is imitation raspberry flavor. In considering any imitation flavor, it must be borne in mind that there are as many different formulae as there are manufacturers and hundreds of different formulae with each manufacturer. My conception of a raspberry flavor based on the materials with which I am familiar would of necessity be very different from that based on material with which I am not familiar. That is the reason why it is impossible to make perfect matches of a competitive flavor. Our competitor might be using one or more ingredients that are unknown to us and consequently we cannot produce the same effect no matter how hard we may try. Even if we have exactly the same ingredients, it is very improbable

that we could hit on exactly the same proportion. In making an imitation raspberry flavor, the basic ingredients are oil of orris; the ionones, such as alpha, beta, etc.; sweeteners, such as vanillin, tincture civet, tincture castoreum, jasmin, ylang ylang and rose; modifiers, such as clove, carrot, petitgrain and neroli, benzyl benzoate, ethyl formate, and those ingredients which give the flavor top note or lift, e.g., ethyl and amyl acetate, benzyl acetate and iso butyl acetate. A flavor oil made from the above should total about 32 ounces. The solvent should consist of about 64 ounces of alcohol 95 per cent and 32 ounces of glycerin. This would make a total of one gallon of a very highly concentrated flavor. The concentration, of course, would depend upon the amount of the predominating ingredient.

Facts and Figures

Soft Drink from Beets— Recently read about a Canadian who developed a very tasty soft drink from beets. The Canadian pat. No. 390,088 describes the process in quite some detail. We have no idea what the flavor of such a drink would be like but it should have plenty of color.

Importance of Color—Incidentally, speaking of color, a test was recently carried on whereby a very appetizing dinner consisting of steak, peas, coffee and milk was subject to special illumination. Under the lights the steak appeared gray; peas, black; milk, red; and coffee, yellow. It would be needless to say that the dinner was a complete flop. It does, however, help prove the point that color plays a very important part in the human reaction toward food or drink.

Vanilla Concentrate and Oleoresin

By E. J. KESSLER*

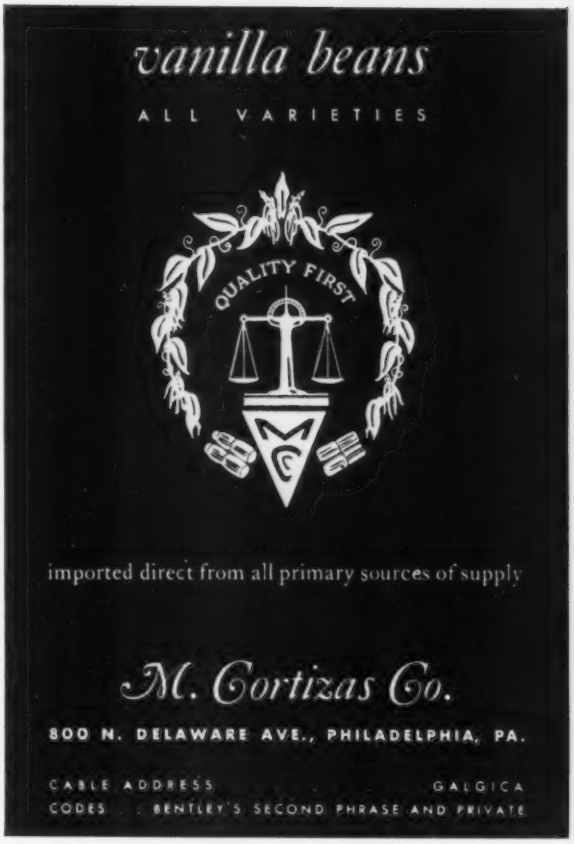
IN the October, 1940, issue of THE AMERICAN PERFUMER, the writer read with interest an article by Mr. J. A. Bouton entitled, "Making Pure Vanilla Extract" employing vanilla concentrates, also oleoresins.

Under the heading of "Vanilla Concentrates" the author states, "it will produce a standard vanilla extract equivalent in all essentials to an extract made by direct percolation of the vanilla bean"; likewise, he makes the following statement with reference to the use of oleoresin vanilla: "The oleoresin makes a very fine extract that is in every way comparable to that made by direct bean extraction."

Please be informed that the above statements are erroneous since in both instances the finished vanilla is decidedly inferior as compared to the direct percolation process.

The disadvantage of the use of concentrates, or oleoresins, consists of the fact that none of them will produce an extract which really can be compared in quality to one made in the usual way.

* Production manager, Flavoring Extract Dept., Ben Hur Products, Inc.


vanilla beans
ALL VARIETIES
QUALITY FIRST
imported direct from all primary sources of supply
M. Cortizas Co.
800 N. DELAWARE AVE., PHILADELPHIA, PA.
CABLE ADDRESS GALGICA
CODES BENTLEY'S SECOND PHRASE AND PRIVATE

This lack of quality is due to losses which unavoidably must occur in the course of their manufacture. The beans are subjected to the ordinary alcohol extraction after which the extract is distilled at low temperature under vacuum to remove the alcohol and concentrate the extracted matter.

During this distillation process a certain amount of the highly prized fruity aroma of the vanilla is lost unavoidably through the vacuum pump, irrespective of any precautions the manufacturer may take.

The above data has been, and is, an accepted fact for several years past by the better class of extract manufacturers; also it is in accord with the findings of the Federal Food, Drug and Cosmetic Act, quoting J. W. Sale, senior chemist of the department, under the heading of "Labeling Problems," as follows:

"It has been established in the laboratories of the Food and Drug Administration that vanilla extract made from vanilla oleoresin varies in flavor, odor and chemical composition from vanilla extract made directly from the beans, as provided in the advisory definition and standard extract, therefore, vanilla extract made from oleoresin should be labeled to indicate that fact."

Quoting another opinion by Mr. Sale: "The advisory definition and standard for vanilla extract, issued under the Federal Food and Drug Act of 1906 which is still used as a guide under the Food,

Drug and Cosmetic Act, states in part that vanilla extract is the flavoring extract prepared from vanilla beans. This statement has been construed to exclude the use of oleoresin vanilla and vanilla concentrates unless a statement of such use is placed on the label. Oleoresin vanilla consists of extractive matter from vanilla beans from which the solvent used in extracting the beans has been removed by distillation during the process of manufacture. In removing the solvent in the manufacture of both vanilla oleoresin and vanilla concentrate, it is inevitable that more or less of the volatile flavoring constituents will be removed and will not appear in the finished extract. Therefore, an extract made from oleoresin will not be identical with that made directly from vanilla beans and it is held that the labeling should distinguish the two products."

Alcohol Tax Reduction

A CONFERENCE regarding establishment of a differential in tax on alcohol intended for beverage and for non-beverage purposes was held October 17 with the Hon. Stewart Berkshire, commissioner of the Bureau of Internal Revenue, Washington, D. C.

The Flavoring Extract Manufacturers' Assn. was represented by its president, John H. Beach, George H. Burnett, chairman of the alcohol tax reduction committee, Dr. Clarke E. Davis, John S. Hall and James M. Doran. Rowland Jones, Jr., represented the National Association of Retail Druggists, and E. J. Kelly represented the American Pharmaceutical Association.

Each speaker discussed conditions existing in the food and drug industries relating to the present high rate of tax and recommended the adoption of a differential on alcohol used for non-beverage purposes.

It was the consensus of opinion of those present that in the revenue revision for 1941 the rate of taxation on alcohol for non-beverage purposes will be given serious consideration by Congress and other governmental agencies.

Flavor Executives Meet

A MEETING of the eastern representatives of the executive committee of the F.E.M.A., which included George H. Burnett, Dr. Clarke E. Davis, L. P. Symmes, Francis T. Dodge, E. L. Brendlinger and as invited guests, L. E. Smith, chairman of the membership committee, and Louis A. Rosett, chairman of the research committee, was held in New York, N. Y., October 4.

Commenting on the meeting, President John Beach stated that continued efforts on the part of the membership committee have produced eleven new members. This is an outstanding record and all members of the association have been asked to continue their activities with the membership committee in an effort to have the entire industry represented in the F.E.M.A.

Louis A. Rosett, chairman of the research committee, has had numerous problems such as antioxidants, glycerin, extraction of vanilla beans, etc.

George H. Burnett, chairman of the alcohol tax reduction committee, was fortified with sufficient evidence of the rank injustice of the present tax burden on the industry to support a conference in Washington, D. C., held October 17. A committee representing the industry includes: John H. Beach, president; Dr. Clarke E. Davis, John S. Hall, executive secretary, and George H. Burnett.

John S. Hall attended the 44th annual conference of the Association of Dairy, Food and Drug Officials of the United States held in New Orleans, La., in the protection of the interests of the members of the F.E.M.A.

The association was the first to start action against trade barriers in the various states. This important matter has had considerable publicity through the trade journals and newspapers.

The standards committee, under the direction of Dr. B. H. Smith, chairman, held a meeting during the latter part of October, to discuss proposed definitions and standards for vanilla, lemon, and orange extracts and flavors, as well as uncommon flavors. This committee is working in close co-operation with officials of the Food and Drug Administration.

A sub-committee meeting of Western representatives on the executive committee met in Chicago, Ill., last August. Present were John H. Beach, George M. Chapman, William B. Durling, Dr. Clarke E. Davis, and John S. Hall. Among the important subjects discussed at this conference was the position taken by a number of state control officials regarding the proper labeling of extracts and/or flavors as likewise the finished articles made therefrom; the question of state trade barriers; question of uniformity in the enforcement of the federal and various state food, drug and cosmetic acts, and present tendency of certain state control officials to interpret and make application of the act on strict legal interpretations without regard to trade custom and usage; plans for increasing membership in the association; printing additional copies of the address of Dr. Sale's speech delivered at the recent convention; regulations promulgated by the Food and Drug Administration regarding recertification of official colors intended for use in the production of food products.

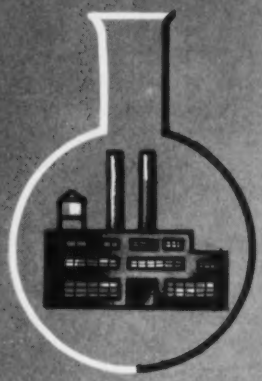
Sanitation Survey

THE Food and Drug Administration is conducting a survey of food, drug and cosmetic manufacturing establishments to ascertain whether or not they are maintained in a clean and sanitary condition. Flavors, cosmetics and drugs which are prepared, packed or held under unsanitary conditions whereby they may have become contaminated with filth or may have been rendered injurious to health are deemed to be adulterated under the law. Provision is made, under the law, for factory inspections by employes of the administration after first making request and obtaining the permission of the owner, operator or custodian and making the inspections at reasonable times.

THE AMERICAN PERFUMER

Soap

INDUSTRY SECTION



A section devoted to the manufacture and sale of toilet and laundry soap and soap products covering new raw materials in soap making and new uses for old raw materials, as well as new processes and developments

PRE-TREATMENT AND USE OF ROSIN

Experiments show rosin is solid solution of two bodies with different melting points, colored and colorless

by J. M. VALLANCE

WIDELY used in the manufacture of household, laundry, toilet and soft soaps, rosin is popular primarily because of its comparative cheapness. It nevertheless tends to enhance the solubility of hard soaps, sometimes improves the texture of soft soaps, and is considered to offset any tendency to rancidity in toilet soaps (in which it is incorporated in small amounts, i.e., one to two per cent.) Too high a content of rosin in a hard soap will cause the consistency to be undesirably soft, unless the soap is heavily silicated or loaded with inert fillers, etc. For use in soap powders, rosin is too sticky and, even if incorporated in small proportions, may lead to endless trouble with the pulverizing plant.

Certain factors must be taken into account when using rosin:

First, it is desirable to include only the lighter grades, such as "water white" and "window glass" good quality soaps.

Second, partial saponification with carbonated

alkali is an economic inducement, but adequate precautions must be taken to ensure that the mass does not boil over, due to the formation of carbon dioxide. Moreover, when the saponified or partially saponified resinate is added to the kettle, it increases the bulk of the curd present and correspondingly hinders the efficient recovery of glycerin, particularly as it contributes no glycerin of its own to the kettle contents. It is advantageous therefore to neutralize the rosin in a separate kettle, preferably with soda ash solution, and then to add it to the main kettle just prior to the fit or, in other words, as late as possible in the process.

DECOLORIZING DARKER GRADES

Various methods have been suggested for decolorizing the darker grades of rosin. Unfortunately this material, when bleached, is liable to have its constitution altered and the percentage of acids reduced. Then again, some processes are too costly and others impracticable. The most commonly employed method involves partial neutralization followed by salting out with common salt solution. Thus the rosin casks may be broken over steel grids and the rosin tipped into a kettle of soda ash solution, of a strength calculated to leave 10 to 15 per cent of the rosin unsaponified. When the boil has attained homogeneity, salt is added and the boiling prolonged for a short while. On settling, the colored supernatant layer is siphoned off or pumped away through a skimmer pipe. The surface layer takes with it some of the coloring material present as well as bits of debris, such as wood splinters, etc. If the rosin is unusually dirty, it may be melted first in a separate pan and then carefuly transferred, after some of the impurities have settled.

As I pointed out in the March, 1939, issue of the contemporary journal *Soap*, one of the prime causes of darkening in ordinary washing soaps is due to the presence of rosin soap. This factor completely overshadows any other. It matters little that rosin has been held to prevent, to some degree, rancidity; the fact remains that in 1921 a whole series of acids termed colophenic acids were isolated from rosin, their general formula showing them to be highly unsaturated, while experiments proved that, although themselves colorless, they definitely form dark salts with alkalies. It is desirable therefore to remove them, as far as possible, when utilizing large quantities of rosin, by adding the rosin to the oil charge, before the latter is refined and treated with bleaching earths in high vacuum.

Fresh light has been thrown on the constitution of rosin, and particularly on the significance of its "solid solution" character, by the researches of Professor Labatut of the Bordeaux Faculty of Sciences. In the course of his studies on colorimetric measurements and the spectroscopy of colophony, the professor discovered that the variation of color to be observed when one passes from the palest rosins to the darkest pitches is purely quantitative—all coloration observed being qualitatively identical.

In other words, it was established that all rosins have the same color and only differ from one another because of the varying intensity of this color. This infers that, in any given sample of colophony, composed of a colored body dissolved in a colorless one, the exact intensity of the resulting shade is due entirely to the concentration of the colored body in the sample.

Considering colophony as a solid solution, Labatut concentrated his attention on the means of obtaining it in a crystalline state. To this end he studied the phenomena that accompany its fusion.

When rosin is brought to a temperature of 70 to 120° C., it passes continuously from the solid to the liquid state, without exhibiting any crystalline formation or exact melting point. This uncertainty as to the critical temperature plainly confirms the spectro-colorimetric indications.

CRYSTALLIZATION

If a clear sample of rosin is maintained, however, for a certain time at a constant temperature of +110° C., one discovers in the mass the existence of centers of crystallization, which progressively invade the entire solution, so noticeably that after several days the sample appears as an opaque aggregate of entangled crystals. This crystallization can be greatly accelerated by adding to the heated rosin, crystals obtained from a previous operation. When these crystals are recovered on a filter paper, it is apparent that they themselves have no fixed melting point; therefore, they are not homogeneous. Heated to +120° C., however, they decompose into a colored liquid portion, and into new crystalline masses which themselves do not melt except at a temperature higher than 120° C.

Such experiments show clearly that rosin is definitely a solid solution of at least two bodies, which have different melting points and are colorless and colored, respectively. The direct application of this fact to the practical requirements of industry has given the means of separating the colored portion of colophony from the clear portion, that is to say, of isolating a perfectly colorless colophony. Separation is accomplished by heating and filtration under high pressure in filter presses exactly similar to those employed in the production of stearin. Preliminary crystallization is followed by the same process as that which serves to separate colorless stearic acid from colored oleic acid. A dark liquid runs off and the magma retained on the filter bed is present in the form of a white cake of crystallized colophony that subsequently can be transformed by gentle melting, away from the air, into a colorless and transparent block.

This method, which is an ingenious application of the physico-chemical theory of solid solutions, should prove of considerable interest to soapmakers and other industrial users of rosin.

COLOR CONTRIBUTED BY ROSIN

Since writing the foregoing, I have read with much interest the study made by W. D. Pohle and C. F. Speh of the U. S. Department of Agriculture on the "Color Contributed to Soap by Gum Rosin"

(*Oil & Soap*, May, 1940.) This investigation is of considerable importance, particularly when taken in conjunction with the aforementioned findings of Professor Labatut. Briefly, Messrs Pohle and Speh consider that:

The primary gum acids in their original states contribute little or no color to rosin soaps, but some of them are so unstable toward heat and oxygen that color producing acids are always found in rosins made from gum collected and processed in the usual manner. The amount of these color producing acids present depends upon type of gum, conditions of collection, and processing. The tests indicate that the acids most unstable to heat and oxygen are associated with the resin acids that crystallize readily from the gum, rather than with those that do not, and that the resenes are stable toward heat and exposure and do not aid or hinder any of the changes observed.

Abietic and abietic type acids give a characteristic orange color to rosin soap cakes prepared by the method adopted. Soap tests confirm the findings that some of the crystalline type rosin acids are converted to abietic type acids when heated. The darkness index and the color of the rosin soap cake made with normal gum rosin both indicate that normal gum rosin is not 90 per cent abietic acid, as some suppose.

It has been shown that the resinates of iron, aluminum and zinc are negligible factors in contributing to the color of rosin soap and that the presence of scrape or oxidized resin and rosin acids increase the color rosin gives to soap.

Use of oxalic acid in the gum during distillation favors the production of acids that give color to soap and the color of the soap indicates that they are an abietic type acid. It has been shown that iron contaminated gum can be treated with oxalic acid without isomerizing the primary acids to forms that give color to soap.

Aging tests showed that, after the first month the rosin soap cakes changed color slowly. The change that took place in the following months involves an appreciable darkening of the lighter samples, except in the case of the white rosin soap made with pyro-abietic acid.

Notes and Comments

By PAUL I. SMITH

Palm Kernel Oil in Toilet Soap—Although palm kernel oil is an extremely valuable raw material for soap manufacture, it is known to cause trouble when used for toilet curd soaps. These have been reported to keep badly and to develop the characteristic smell of the palm oil. In addition, soap containing large quantities of palm kernel oil tends to become brittle and crack. The amount of palm kernel oil in the kettle should not be more than 25 per cent of the total weight of fat present. In addition to this precaution, it is advisable to use only a highly refined oil, preferably one that has been bleached with fuller's earth at a temperature of 100 deg. C. under a vacuum. A method of saponification which the writer understands has been used very successfully in Germany during the past few years is worth mentioning. It consists of saponifying a large bulk of palm kernel oil with the calculated amount of caustic soda lye and fitting this in the usual way to form a yellow soap. This is then mixed with a soft soap formed by saponifying a blend of oils with caustic potash and the mixed soaps run into the frames for cooling. Naturally the amount of potash soap is calculated to give the finished soap just the correct degree of hardness and the proper texture. A writer in *Seifensieder-Ztg.*, 61, 382-3 (1934) gives a recipe which may be of interest.

70% crude palm kernel oil.
25% crude or bleached peanut oil.
5% crude soya bean oil.

The palm kernel oil is saponified separately with caustic soda and in another kettle the mixture of peanut and soya bean oil is saponified with 10 per cent caustic potash. After saponification and salting out, the two can be mixed.

Refining Low Grade Fats— Satisfactory methods are now available for refining low grade fats, particularly waste fats from tanneries and bone fat. A writer in *Seifensieder-Ztg.*, 65, 1024-5 (1938), recommends treating dark leather grease in shallow pans with dilute sulphuric acid (20 per cent is quite suitable). Boil for 10 minutes and then allow to stand for 8 hours. The aqueous layer is then run off and the fat washed with warm water until it is free from all traces of acid. The fat should next be boiled up to remove moisture, cooled to 90 deg. C. and mixed with 5 per cent dry bleaching earth. After stirring for 20 minutes or so the mixture must be passed through a filter press. Bone fat is usually contaminated with calcium soaps from the bones and calcium salts of lactic and lower fatty acids produced as the result of rancidity. It cannot be bleached if the free fatty acid content exceeds 50 per cent. Several methods are available for bleaching this fat. One method consists of blowing the fat out of the barrels with steam and the condensed water drained off. The fat is filtered to free it from mechanical impurities, and 0.1 and 0.2 per cent of a siliceous earth added before the filtration. It should then be heated to 80-90 deg. C. and allowed to remain at this temperature for several hours before filtering. Filtering must be 20 to 25 degrees above the melting point of the fat. If albumen is present it must be removed by the addition of aluminium sulphate. A laboratory test is then made to ascertain whether bleaching earth or acid is the most suitable bleaching material. If bleaching earth is considered unsuitable, then treatment with dichromate is recommended. This oxidizing agent can be used quite simply. The fat must first be freed from protein matter, calcium phosphate, etc., then boiled in an iron pan with an equal weight of brine at 14-15 deg. Bé, allowed to stand 12 hours and then drawn off into a wooden vessel, where it is bleached: 2 parts potassium dichromate dissolved in boiling water and 8 parts of hydrochloric acid 22 deg. Bé are used to 400 parts of fat.

New Products and Processes

New Limbach atomizer

A new closure dispenser, using a new method of atomization designed by Alex Limbach, is being sold with exclusive licenses to a limited number of manufacturers. Lentheric, Inc., at present holds an exclusive license for the use of the device for perfume and the American Chemical Co. has obtained a license for use with a new under arm deodorant. Several licenses for exclusive use of the device for other purposes, it is announced, are still available.

In the device, grooved discs replace the customary tubes, casting heads, etc. By using the same parts set at different positions at the time of assembly, the device will function for the dispensing of anything from perfume to squirting crude oil. Thus, it may serve as a spray for window cleaning or squirt hair tonic or dispensing a liquid dentifrice. It is crimped onto the bottle thus making a non-refillable package. It is said to be normally leakproof and operates in any position. A unique feature is the small rubber bulb or dome on the top. It is said to work well with a tube in the container or without any tube in an inverted position. The composition of the rubber domes has been the subject of research by a leading rubber company so that compounds are available for use with any material. Domes may be enameled in brilliant colors to give the appearance of patent leather and yet the finish, it is stated, is not affected or marred in any way by use or by the materials dispensed. All working parts are enclosed in what has the appearance of an ordinary screwcap. The device can be had as a permanent, crimped-on closure or as a standard threaded screw-on cap. Because of the simplicity of its construction, the cost is said to be very moderate. Further details will be sent on application.

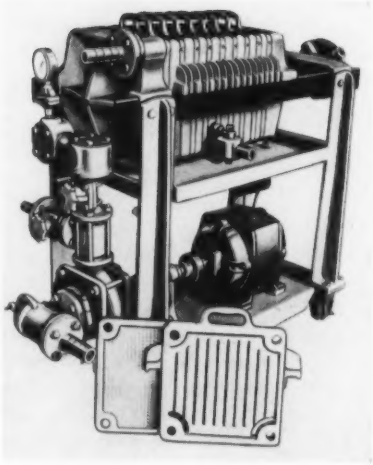
New dispenser useful for various products

Quick cleaning filter

A new Shriver filter press developed for the purpose of reducing the time and labor required to remove the filter cake after filtration is announced by T. Shriver & Co. The new filter in general is not unlike the usual type of plate and frame pressure filter. However, special frames have been designed with ribs which support the filter cloth so that pressure can be applied behind them. It operates in the usual manner. When the filter chambers are full of solids, filtration is stopped and the remaining liquid drained off. Water from 30 to 50 lbs. pressure then is introduced and the drain cocks in the frame opened. This causes a sudden flow of water backwards through the filter cloth which loosens the cake and washes it out as a thin slurry through the drain cocks. Short surges of sluicing water filling each chamber and then released by opening each cock in turn effect a quick removal of the cake. When sluicing is completed, the next filtration cycle may be started.

In that way a long series of runs can be made without opening the filter for cleaning. According to the company, it has been found that the filtration yield is about 30 per cent greater than that from filtration involving manual cleaning; the total time for a series of sluicings is materially less than for opening and manually cleaning a filter press; and as the filter cake is in the form of a slurry when removed, it may readily be disposed of without manual labor.

The unit illustrated is a 12-in. closed delivery type filter press, having eight chambers and equipped with a large outlet cock for sluicing. On larger units individual outlet cocks are installed on each frame. Full information about the new filters will be sent to anyone interested.



Closed delivery type filter press

French labels made in New York

Jacques Macowsky, continental printing artist, has transferred his activities from Paris, France, to New York, N. Y., where he has organized the J. Macowsky Corp. in association with E. Donati. The exhibit of Mr. Macowsky's work which was on display in the French pavilion of the New York World's Fair has been requested by the Metropolitan Museum of Art. The new company will specialize in perfume packagings, wraps and labels and many American orders previously placed with the Paris establishment now will be produced in the New York plant. The same facilities for the design of labels for the perfumery trade will be offered by the New York company, it is stated.

Use of flexible acetate sheets

Flexible, transparent acetate sheets made by the Eastman Kodak Co. lend themselves readily to the fabrication of various types of packages for powder puffs and other toiletries, according to the company. Use of this material, it is pointed out, makes it possible to show the many pastel tints of the contents. The containers shown in the illustration are among the numerous clever packages used by the Parfait Powder Puff Co. for its products and serve to demonstrate the utility of packages made from acetate sheets. Many of the powder

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Clever packages made from acetate sheets

puff packages feature decoration in the form of plastic handles, ribbons, painted wooden knobs, metal bound edges or metal lids and attractive printed designs are easily employed in conjunction with the shell of acetate sheet. More details about the utility of flexible acetate sheets may be obtained on application.

Automatic air cleaner

For removing all carton lint and dust from new glass containers, the U. S. Bottlers Machinery Co. offers a new Sanitair automatic rotary air cleaner. According to the company, the new cleaner will handle a wide variety of types and styles of containers regardless of their construction and their filling openings may vary from the smallest AGST finish to the largest wide mouth finish. The unit uses a blast of compressed air at pressures from 50 to 90 lbs. as a cleaning medium. The cleaning is accomplished in an inverted position and all foreign materials blasted from the insides of the containers can be collected by an independent exhaust system.

The direction of travel of the containers within the machine, the automatic feeding of the containers, inverting them, the insertion of the cleaning tubes, cleaning and removal of the tubes, righting and discharging the containers and the rotating of the complete working assembly of the machine is accomplished through the use of a continuous and constant motion in one direction, by employing double acting cleaning stations which do away with the need for reversible cams and intermittent stop and go motions. Additional attachments for handling a variety of types and sizes of bottles are available. They may be removed readily, it is stated, when changing from one size container to another. Complete information as well as printed matter will be sent on request.

New Catalogs

Synthetic aromatic chemicals offered by the General Drug Co., 644 Pacific St., Brooklyn, N. Y., are listed in a folder just issued by the company. Prices will be furnished on request. A copy of the folder may be obtained from the company.

Air motored agitators which are claimed to be safe to use on the most inflammable materials as the air motor is spark proof, are described and illustrated in a folder showing the various types and sizes available which has been issued by the Eclipse Air Brush Co., Inc. According to the makers, the variable speeds that may be had range from 30 to 6000 r.p.m. A copy may be had on request.

Doall saws is the title of a handbook issued by the Doall Co., which will be sent to any one interested. The book explains the variables found in several types of narrow saws, shows how they are used and cutting speeds that should be employed on various materials.

Twelve synthetic alcohols are described in a folder issued by the Carbide & Carbon Chemicals Corp. The pamphlet describes 12 alcohols from methanol to heptadecanol, giving uses of each. A convenient table gives principal properties. The pamphlet will be sent on request.

Lanolin and woolfats, refined by Lanaetex Products Sales Corp., are described in a special leaflet issued by the company which recently completed its fifth year in business. A copy may be had on request.

Information on welded stainless tubing, covering applications, corrosion resistance, physical properties, tolerances, weights, sizes and diameters is given in the new Carpenter Steel Data Book which will be sent to anyone interested by the Carpenter Steel Co. It contains 45 illustrations.

Books to Aid You

HANDBOOK FOR CHEMICAL PATENTS. *Edward Thomas. 5½x8½ in., 270 pages. Chemical Publishing Co. 1940. Price, $4.*

The author is a chemical patent attorney and formerly was assistant examiner in the U. S. Patent Office. In view of the fact that now more than half of all patent litigation is concerned with chemical patents, this book should prove of pertinent value to makers of chemical products. The book points out the problems facing the chemical inventor and explains how they may be met. Suggestions for writing specifications are included. There are 23 chapters covering all phases of the subject in a simple, direct and authoritative way; and appendices contain suggestions for exploiting chemical inventions and also give typical chemical patents. Tables of cases and citations of the law of chemical patents add to the usefulness of the work. An unusually complete index makes the location of any point easy.

DICTIONARY OF SCIENTIFIC TERMS. *C. M. Beadnell. 5x7½ in., 235 pages. First American edition. Chemical Publishing Co. 1939. Price, $3.*

The book goes beyond the limits of a dictionary and gives may interesting facts not generally known, such as cosmic rays, dwarf stars, fertilization of flowers, hormones and vitamins, protons, electrons and atoms, etc. The unique feature of the work is in the numerous cross references, synonyms and antonyms, enabling the reader to locate words of similar, related and opposite significance.

COLLOIDAL PHENOMENA. *Ernst A. Hauser. 9x6 in., 294 pages. 123 illustrations. McGraw-Hill Book Co. 1939. Price, $3.*

This useful book is based on notes written by the author which have been used as text for regular classes in colloid chemistry and physics at the Massachusetts Institute of Technology. The courses demonstrated that the average student comprehends a factual presentation of such a subject more readily than a mathematical treatment. For that reason in this book the essential mathematics have been summarized in the appendix.

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AMONG OUR FRIENDS

▸ B. E. Levy has resigned as chairman of Coty, Inc., and president of the Coty International Corp., both resignations to take effect on Jan. 1. He will, however, remain as a director of both companies. H. L. Brooks, president of Coty, Inc., and formerly vice-chairman of Coty International, was elected president of the latter company. P. Cotnareanu was elected vice-chairman of both companies. In order to retain the benefit of Mr. Levy's experience of 30 years since he founded the Coty business in this country, Mr. Brooks said, directors of Coty International will form an advisory committee, of which Mr. Levy will be chairman. The functions and purposes of this committee will be to act in an ordinary advisory capacity in all matters pertaining to merchandising policies, trade and intercountry relations.

▸ Roy W. Peet has been appointed assistant to E. H. Little, president, and to James S. Adams, executive vice-president, of Colgate-Palmolive-Peet Co., Jersey City, N. J. Mr. Peet was appointed advertising manager of the company in 1936. Hugh McKay, who has been in charge of European advertising for the company with offices in Paris, has been made advertising director of the company.

▸ George Branigan, perfumer for Ungerer & Co., New York, N. Y., completed a business trip through New England and eastern Canada in time to cast his vote in the presidential election.

▸ O. W. Smith, for many years sales manager of the Prater Pulverizer Co., Chicago, Ill., is now general manager of the company.

▸ John H. Miller has been appointed advertising and sales promotion manager for the Mennen Co., Newark, N. J.

▸ L. J. Gumpert, sales manager for B. T. Babbitt, Inc., New York, N. Y., for the past 15 years, has been elected a director of the company.

▸ Simon Kleinkramer who operated a cosmetic manufacturing concern in Bergen op Zoom, Holland, is in the United States and may resume the manufacture of cosmetics here.

▸ T. A. Printon, vice-president of National Oil Products Co., announces the merging of the laundry division with division H of the industrial sales department. In charge of the sales of this division will be Marvin S. Eavenson, formerly with Colgate & Co.

▸ Roger Aitken now is general manager of de Faros, perfumers, located at 689 Madison Ave., New York, N. Y.

▸ Charles L. Drum, Chicago branch manager of Owens-Illinois Glass Co., who assisted in pioneering the company's extensive corrugated paper activities more than 30 years ago, has been promoted to the position of western sales manager of the company.

▸ Rupert C. Watson, general manager of Firmenich & Co., New York, N. Y., left recently for a three-weeks' trip through the Middle-West.

▸ Hans Wesemann is back at his desk following a vacation in New Mexico. Mr. Wesemann is in charge of purchases for Fritzsche Brothers, Inc.

▸ Leon Mendleson has been elected president of B. T. Babbitt, Inc., New York, N. Y. He was formerly vice-president and treasurer. Nathan Myers is the new treasurer and Alan Mendleson and Samuel Mendleson have been elected vice-presidents.

▸ William S. Fairhurst of Tombarel Products Corp., New York, N. Y., recently underwent an operation for appendicitis.

▸ Charles Fischbeck, vice-president of P. R. Dreyer, Inc., recently returned from a trip through New England combining business with pleasure.

▸ Frank A. Robbins has been named vice-president and elected to the board of Theonett & Co., flavor and extract manufacturer, Chicago, Ill. He was formerly manager of the glue department and assistant manager of the by-products division of the Cudahy Packing Co., Chicago.

▸ Charles Senior of Florasynth Laboratories, Inc., New York, N. Y., has been on a three weeks' flying trip through the South.

▸ Lee H. Bristol, vice-president, Bristol-Myers Co., Hillside, N. J., contributed an article to the October issue of the *Fair Trade Sales Stimulator*.

▸ Dr. Robert L. Swain, editor of *Drug Topics* will be awarded the Remington medal November 28 at a dinner sponsored by the New York branch of the American Pharmaceutical Assn. in the Hotel Pennsylvania, New York, N. Y. The award is made annually by a committee of past presidents of the American Pharmaceutical Assn. Dr. Swain was elected this year because of his contributions toward the uniformizing and modernizing of legislation governing the practice of pharmacy.

▸ C. B. McDow has been appointed eastern home office representative of the Anchor Cap & Closure Corp., with headquarters in the Long Island City, N. Y., plant of the company.

▸ S. R. Fischman has been named purchasing agent for Prince Matchabelli, Inc., New York, N. Y.

▸ Miss Ruth Mildred Picker, daughter of Sidney Picker of Miner's cosmetics, New York, N. Y., has left the New York University School of Education to enter Michigan State College, East Lansing, Mich., where she is studying home economics.

▸ Carle C. Conway, chairman of the board of the Continental Can Co., New York, N. Y., in a widely quoted address made in Kansas City, Mo., pointed out that it is the duty of industrial managements to see how many new opportunities for profit can be evolved, how much new capital can be employed and how fast they can proceed. Managements which have been tested by keener competition should be fitted to be today's pioneers, he said.

▸ David Fischman who resigned recently as toilet goods buyer for Saks-Fifth Ave., New York, N. Y., and the branches in Chicago and Beverly Hills, Calif., after 18 years of service with the organization is enjoying a much-needed vacation. His plans for the future have not been announced.

▸ Jacob Polak, president of Polak's Frutal Works, Inc., and of its affiliated companies in Holland, France, and England, accompanied by Mrs. Polak, arrived in New York, N. Y., from Europe by way of Havana on September 25 on the *Marquessa Comillas*. Mr. Polak plans to reside in New York, and his decision to remain here has already caused plans for extensive expansion of the Long Island City plant to be inaugurated. A. H. Micheels, manager of the Paris branch, and Mrs. Micheels arrived with Mr. and Mrs. Polak. Mr. Micheels and several other members of the European staffs, who are at present in New York, will assist in the plans for enlarging the scope of Polak's Frutal Works, Inc. John ter Veer, secretary, and Eric Vles, treasurer, will continue in active charge of the New York office.

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NEWS and EVENTS

British blockade on French raw materials may be lifted soon

A determined effort is being made to lift the British blockade under reasonable restrictions, so as to permit the importation of needed raw materials from France and French possessions, notably Madagascar and the Reunion Islands. A joint commission of executives in the essential oil and flavor industries has been working with the United States State Department, the British Embassy and the Vichy government to bring about an arrangement whereby needed raw materials will be permitted to pass through the blockade and payment for them will be made to a New York depository in such a way as to restrict the funds solely to the use of the suppliers of the materials. It is understood that the British Embassy and the State Department are considering the suggested plan and may give their approval provided that the suggested method for financing the shipments can be worked out on a practical basis. If this difficult problem is solved, it is hoped that needed raw materials will be on their way here shortly.

Largest shipment of aromatic chemicals received from Switzerland

The largest shipment of aromatic chemicals and perfume specialties ever received since Chuit, Naef & Co. have been represented in the United States, arrived Oct. 17 on the Greek steamer, *Mt. Taurus*, chartered by the Swiss government, sailing from Genoa, Italy. It was consigned to Firmenich & Co., New York, N. Y., the American branch of Firmenich & Co., Geneva, Switzerland, successors to Chuit, Naef & Co. There were 105 cases in the shipment, which ranks as one of the largest ever received in this country.

The shipment enables the company not only to meet the requirements of its customers' orders but also to amplify its stocks in this country. Under the management of Rupert C. Watson, the American branch has shown a steady increase in business in the last five years. Regular fortnightly shipments from Lisbon, Portugal, are being received by the company on steamers of the American Export lines.

A. E. Mullen handling export work for Allied Products Inc.

Allied Products, Inc., New York, N. Y., has appointed Gillespie & Co., New York, as export agents for the company. A. E. Mullen of Allied Products, Inc. is handling export work along with his other activities.

Odor synchronized with moving pictures at first U. S. showing

The first odor-talking movie picture shown in the United States was exhibited at the New York World's Fair Oct. 10 by Hans E. Laube, inventor of the odor-making device. He was assisted by Robert Barth. As reported in THE AMERICAN PERFUMER a year ago, the odor synchronized motion picture was first shown in Switzerland.

A black and white film was run off and odors to fit the different scenes were disseminated in the small motion picture hall. A field of narcissus and also lilacs and roses were shown and the corresponding odors reached the audience. A hospital scene, a scene where the coffee odor was called for, and others all had their appropriate odors, and the previous odor was skilfully exhausted from the room before the fresh odor was introduced. The inventor did not explain the operation of the machine for dispensing the electro osmic waves as he termed them. The exposition was not perfect in every way but it was amazingly successful for an initial attempt.

Alleged diversion of alcohol loses permit for Mifflin Chemical Corp.

For making sales of rubbing alcohol to "persons in quantities in excess of their reasonable requirements," the Mifflin Chemical Corp. had its permit to use denatured alcohol in the manufacture of its rubbing alcohol revoked by the U. S. District Court for the Eastern District of Pennsylvania. Since then the company has been using isopropyl alcohol which is not subject to federal laws or regulations. The court upheld an assessment against the company of internal revenue taxes in the sum of $187,488 with interest at one-half per cent from Jan. 15, 1938. The taxes were based on alleged diversions of rubbing alcohol containing denatured alcohol into beverage channels. Such violation the court held brought the sales within provisions of the Liquor Law Repeal and Enforcement Act.

Inventor at controls of odor disseminator; the principle is electro osmic waves.

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Allowances for advertising basis of FTC complaint

Clarification of Section 2 (d) of the Robinson-Patman Act, the clause dealing specifically with advertising allowances, may be the outcome of a complaint filed by the Federal Trade Commission, charging White Swan Uniforms, Inc., Yonkers, N. Y., with discrimination in making allowances to its retail customers. The action was said to be the first filed under this provision of the act, although numerous complaints have invoked other clauses.

According to the FTC complaint the respondent has agreed to pay some of its customers half the cost of local newspaper advertising featuring White Swan uniforms, without making the allowances available on equal terms to competing customers.

As an example of the alleged practice which it condemned, the FTC asserted that in New Brunswick, N. J., three stores sell White Swan uniforms. The manufacturer, according to the FTC, granted the allowance to one of the stores handling the line and, a few months ago, when a second local outlet was persuaded to drop another line in favor of the White Swan brand, granted the second merchant an allowance of 50 per cent on newspaper insertions featuring the brand.

The third store, however, the FTC continued, requested an advertising allowance on White Swan uniforms two years ago but was turned down on the basis that it was contrary to the manufacturer's policy to grant such allowances.

Commenting on the complaint informally, an official of White Swan Uniforms declared that it has always been the policy of the company to split advertising costs 50-50 with every store that cared to feature the brand, but the difficulty has been to get retailers to avail themselves of this offer.

He added that the third New Brunswick store referred to by the FTC did not receive the allowance when it was not buying merchandise bearing the White Swan label. The store currently is carrying the branded goods, he insisted, and is now receiving the advertising allowance.

Cosmetic and food industries chiefly interested in packaging

The extent to which various consumer goods industries are concerned with packaging problems is reflected in an analysis just completed by the management of the Packaging Exposition of 1941, to be held in Chicago, Ill., in April under sponsorship of the American Management Association.

The study, based on an occupational analysis of more than 10,000 registrants at the last exposition, breaks down by industries the attendance at that show. The food industries take the lead in the survey, with 14.8 per cent of the total classifiable visitor list. Drugs and cosmetics are a close second with 13.4 per cent.

It was announced by the exposition management that, with the opening date of the exposition still five months away, almost 90 per cent of available space had been leased. It is anticipated that remaining booths will shortly be leased, thus assuring the largest Packaging Exposition ever held.

Because of Thanksgiving cosmetic credit men change meeting

Because the third Thursday in November falls on Thanksgiving Day, the Drug, Cosmetic and Chemical Credit Mens' Association will hold its November meeting, November 14.

Chemical salesmen plan Christmas dinner Dec. 19

The Salesmen's Assn. of the American Chemical Industry is planning its annual Christmas party for December 19 at the Hotel Edison, New York, N. Y.

Hollywood Perfume Co. organized in California

Betty Anne Nelson, Betty Anne Clark and Lewis L. Clark, Jr., have obtained a certificate to conduct business under the firm name of Hollywood Perfume Co., at 1716 North Highland Avenue, Hollywood, Calif.

Cinco Laboratories of Chicago in bankruptcy

Cinco Laboratories, Inc., Chicago, Ill., has been adjudged a bankrupt in the U. S. District Court for the Northern District of Illinois. The last day for filing claims is April 30, 1941.

J. B. Williams Co. to give two months' pay to drafted employees

The J. B. Williams Co., Glastonbury, Conn., has announced that it will give two months' pay to each employee called under the draft. Each will be given a year's leave of absence and the company will try to reinstate them in their old positions after service.

Business of H. W. Henning & Son to be continued by V. P. McManus

The business of the old firm of H. W. Henning & Son, broker and agent in chemicals, crude drugs, gums, balsams, spices, essential oils, menthol, vanilla and tonka beans, New York, N. Y., will be continued as in the past under the direction of V. P. McManus, Jr., son of the late V. P. McManus. The firm, a member of the American Spice Trade Association and the American Drug Import Agents Association, was established in 1857. Mr. McManus is a graduate of the Holy Cross college and the Fordham law school. He was admitted to the bar in 1932.

Science of plastics to be discussed at chemical meeting

A meeting of the American Section of the Society of Chemical Industry, jointly with the American Institute of Chemical Engineers, will be held on November 15, at The Chemists' Club, 52 East 41st St., New York, N. Y. The subject of the meeting will be "The Science and Application of Plastics."

Cleansers to be made by new Finger Lakes Co. of Etna, N. Y.

The Finger Lakes Chemical Co. has been organized at Etna, N. Y., to make cleaners for use in the bottle washing, dairy and other industries. It also plans to sell a line of industrial and technical chemicals. E. F. Brundage is president and C. S. Benjamin is vice president.

Durez Plastics & Chemicals Inc. opens new $2,000,000 phenol making plant

Durez Plastics & Chemicals, Inc., has opened its new $2,000,000 plant for the production of phenol at North Tonawanda, N. Y. The phenol which is used in making plastics is made by the Raschig process. Due to the fact that the production of plastics is now a hundred times greater than it was in 1921 and is far outrunning the natural products from which they were made originally, it became necessary for the company to synthesize the basic materials used in their manufacture.

New chemical developments to be considered at Chicago chemical show

New developments in chemistry will be the theme of a symposium which has been arranged as a part of the National Chemical Exposition to be held in the Stevens Hotel, Chicago, December 11 to 15.

Columbia Alkali Corp. to establish office in Charlotte, N. C.

W. I. Galliher, director of sales of the Columbia Alkali Corp., a division of the Pittsburgh Plate Glass Co., has announced the establishment of another chemical sales office in the southeast in charge of J. R. Simpson of Durham, N. C. After February 1, 1941, the office will be located at Charlotte, N. C.

Per capita income of $536 in '39 above previous years.

The per capita income in the United States in 1939 was $536, according to figures released by Jesse H. Jones, Secretary of Commerce. Since 1933 when the per capita income was $376, there has been a steady increase.

Lehn & Fink Products Corp. to pay men called for military service

The Lehn & Fink Products Corp., Bloomfield, N. J., has announced that it will pay employees drafted into military service the difference between the salary received from the company and that paid by the government.

Foragers view movies of their outing at fall dinner

Foragers gathered at the Midston House, New York, N. Y., on the evening of October 24 to enjoy a cocktail party and dinner. As usual it was a highly successful affair, devoid of speeches but otherwise full of surprises. Movies of outings of the group were shown by President Georgi. Prizes won at the last outing were distributed and the festivities concluded with bridge and other card games. The complete success of the affair was due in a large measure to the work of the committee that arranged it, consisting of Walter Conklin, George Dermody and Bud Keeley.

BIMS of Boston bid adieu to 1940 golf season

The final meeting of the BIMS of Boston was held at the Belmont (Mass.) Country Club, October 10. More than 55 were present and prizes were won by Frank Langlois, Paul Mulvanity, C. O. Swing, B. T. Glesey and Frank Hinoke. A beefsteak dinner is planned for January.

Head of Co-op movement sees it replacing economic system

A cooperative economy may replace the present economic system in this country at a time "closer than we know" is the opinion of James P. Warbasse, president of the Co-operative League of the U. S. A., which held its twelfth biennial congress in Chicago, Ill., October 21. The league claims a membership of 2,000,000.

"If it does not," continued Mr. Warbasse, "but instead goes through the distressful experience of fascism or socialistic stateism it will be for one of two reasons. The first of these will be that business men, the influential business element, continue to keep themselves in ignorance of economic facts and fundamentals and insist that the world shall not change and that a dead system is still alive. The second reason for the failure of this country to move toward civilization and democracy will be because cooperators have failed to build for the future substantially and well."

Probably the most vigorous activity now manifest in the cooperative movement is that of cooperative finance, which was recognized as a weak spot in the co-op armor two years ago. Perry L. Green, president of the Ohio Farm Bureau and a member of the board of directors of the Co-operative League, revealed that the board is about to inaugurate and attempt to federate, on a national scale, a finance system to be operated on a cooperative basis.

The total annual business of the American cooperative movement is now placed at $600,000,000.

Imports of perfume and flavor raw materials decline

Imports of coal tar aromatic chemicals —perfume and flavor materials—into the United States declined in the first half of 1940 to 15,024 pounds from 37,446 pounds in the same period of 1939.

Good golf, good speeches and good attendance at DCAT meeting

The Drug, Chemical and Allied Trades Section of the New York Board of Trade held its fifth annual fall meeting and golf tournament at the Skytop Club, Skytop, Pa., October 17-19. In attendance were more than 150 executives and their wives—all keenly enjoying the varied program which had been carefully arranged under the direction of John J. Toohy. Clear weather, although somewhat cool, enabled Victor E. Williams, and his committee to run off in excellent style the two golf tournaments. The list of the winners who received prizes at the Saturday night banquet were: Al Connor, Ralph Patch, Chas. Mott, J. R. Dilworth, Ira Vandewater, D. J. Bradley, J. J. Clark, Chas. H. Berle, H. B. Sliger, H. H. Gritzan, Jr., A. J. Higgins, Mrs. Charles Mott, Mrs. Ira Vandewater, Mrs. Jos. A. Huisking, Bruce Puffer and Clarence Warner.

Kickers handicap: T. G. Cosgrove, R. J. Perry, R. A. Clark, J. J. Reiner, and Karl Voss.

Other prize winners among the women were: Mrs. L. I. Volckening, Mrs. A. L. Mullaly, Mrs. J. F. Kelly, Mrs. R. Aeberle, Mrs. E. Rathje and Mrs. Edw. S. Burke.

The business program under the chairmanship of Hugh Craig won unanimous praise. Following a new procedure only one session was held. The speakers at this meeting included: Major Clifford B. Morgan, Chemical Section, Commodities Division, Army and Navy Munitions Board, who spoke on "Chemical Needs and National Defense"; Simon G. Hanson, chief economist, Committee to Coordinate Commercial and Cultural Relations between the American Republics, whose speech was entitled "The United States Looks Southward"; and Robert Aura Smith, noted correspondent who spoke on "United States Trade and Asiatic Policy."

The three-day meeting opened informally with a cocktail party and buffet supper Thursday under the chairmanship of S. Barksdale Penick, Jr., and on Friday night there was professional entertainment arranged by E. T. T. Williams. Other committee activities were under the direction of the following chairmen: reception, John A. Chew; publicity, Walter J. Murphy; transportation, Robert B. Magnus; banquet, John J. Remensnyder; and ladies' entertainment, A. A. Wasserscheid.

Pacific Coast Borax Co. completes 50 years of development

The Pacific Coast Borax Co., Boron, Calif., celebrated through the month of October the completion of fifty years of service. The company has discovered, mined, and refined borax and has developed the manufacture of borax products. Borax was discovered in Death Valley in 1881. To carry it from there across 160 miles of desert to the railroad 20-mule team trains were established.

New factory for olive oil completed in French Morocco

Huilerie Gallia, S. A., Fedalia, French Morocco, has completed a factory in Morocco for the manufacture of olive oil. The factory is said to be one of the most up-to-date ones in the Mediterranean sea basin. Export trade of olive oil from Morocco temporarily is prohibited.

Shortage of raw materials in Britain

A shortage of all forms of perfumery and cosmetics is threatened in England according to Bernard Harris in the London *Express*, because manufacturers are unable to get ingredients essentjal to their manufacture. He reports an interview with Sidney Field who stated that tests are being made with native oak moss to replace the kind formerly imported. The demand of the government for toluol and castor oil precludes the use of both as a source for making needed ingredients.

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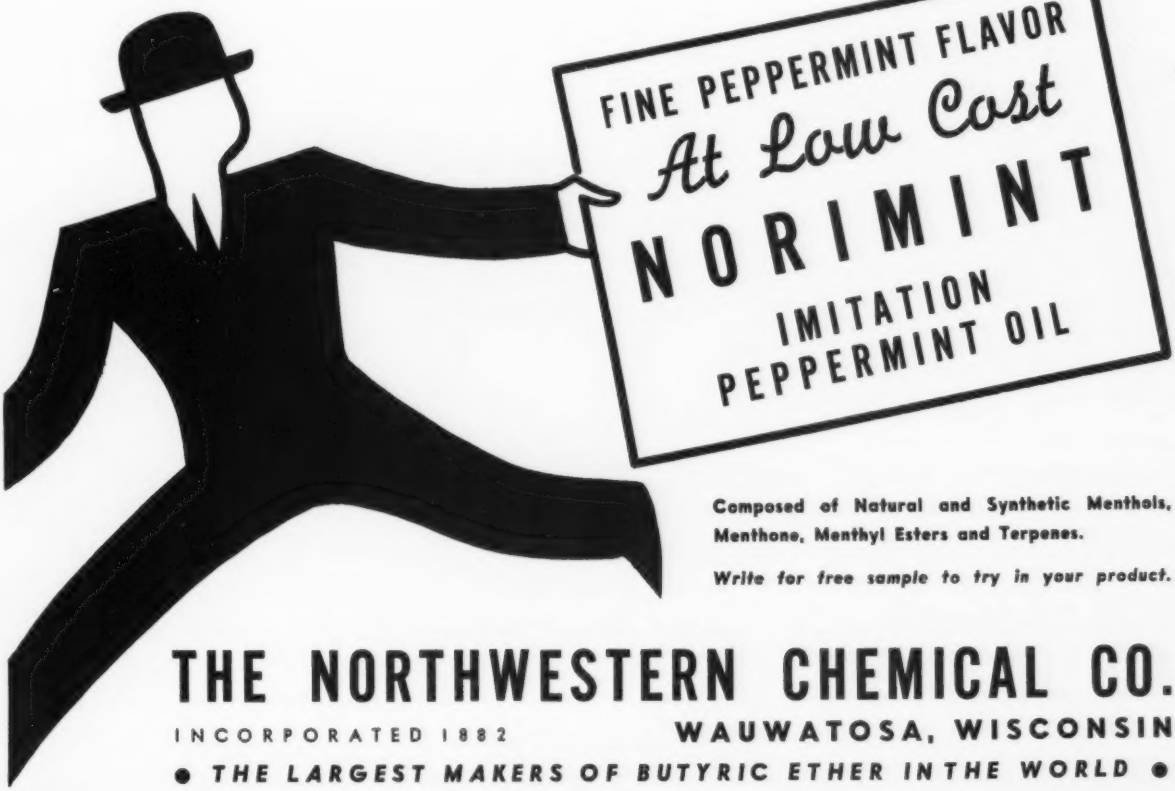

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INCORPORATED 1882 WAUWATOSA, WISCONSIN

● *THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD* ●

Super markets may develop private brands in retaliation

W. H. Albers, Cincinnati, Ohio, president of the Super Market Institute, urged members to develop their own private brands unless manufacturers of nationally advertised goods accord them more consideration. "Manufacturers must adopt a definite policy of supporting distributors for cooperative merchandising service on a controlled basis," he stated, "excluding companies which manufacture competing brands and handle the nationally advertised products with reluctance."

Sales taxes as applied to soaps, cleansers and abrasives

According to the DCAT, sales of soaps, cleansers, abrasives and similar substances by manufacturers and wholesale supply dealers to laundries, cleaning plants and barber and beauty shops are generally taxable. Because the latter businesses use these substances incidentally in rendering their services, the sales to them are treated as sales to the ultimate consumer and not as sales for purposes of resale.

The following states in one manner or another have laws in which the above products are subject to tax: Alabama, California, Colorado, Illinois, Indiana, Iowa, Kansas, Louisiana, Michigan, Missouri, New York City, North Dakota, Ohio, Oklahoma, South Dakota, Utah, Washington, West Virginia, Wyoming.

Packaging Institute offers aid to U.S. in changing standards

At the annual meeting of the Packaging Institute, Inc., held October 10 at the Westchester Country Club, Rye, N. Y., the following officers were elected:

President: Carl H. Lambelet, president of New Jersey Machine Corp., Hoboken, N. J., who succeeds William M. Bristol, Jr., Bristol-Myers Co.; vice-presidents: George R. Webber, Package Development Bureau, Standard Brands, Inc., Hoboken, N. J., and A. Vernon Shannon, Westfield River Paper Co., Russell, Mass.

The following men were elected to the board of directors of the Institute at membership meetings of their respective divisions:

Production Division, K. T. Krantz, Colgate-Palmolive-Peet Co., Jersey City, N. J.; Howard A. Sumner, Norwich Pharmacal Co., Norwich, N. Y.; *Machinery Division*, Herbert H. Leonard, Consolidated Packaging Machinery Corp., Buffalo, N. Y., and Bryant W. Langston, Samuel M. Langston Co., Camden, N. J.; *Supplies Division*, E. A. Throckmorton, Container Corp. of America, Chicago, Ill.; P. I. Heuisler, Jr., Maryland Glass Corp., Baltimore, Md.; Stanley L. King, Monsanto Chemical Co., Springfield, Mass.; James Harley Nash, New York, N. Y.; P. M. Gilfillan, Shellmar Products Co., Mount Vernon, Ohio, and A. Vernon Shannon, Westfield River Paper Co., Inc., Russell, Mass.

Each of the three divisions of the Institute, Production, Machinery and Supplies, has six members on the board of the Packaging Institute.

One hundred executives from companies in the packaging production, machinery and supplies fields attended the meeting. William M. Bristol, Jr., as retiring president, reviewed the activities of the Institute since its organization in May, 1939, and was given a vote of thanks by the convention.

The Institute offered its services to the government in bringing about an orderly change in packaging standards.

Philadelphia College of Pharmacy and Science elects trustees

At the semi-annual meeting of the Philadelphia College of Pharmacy and Science, held in the museum of the century-old scientific and teaching institution recently, four members of the board of trustees, whose terms expired, were elected to continue in office for three years.

These trustees were: Dr. Mitchell Bernstein, prominent Philadelphia physician and chief-of-staff of the Jewish Hospital in that city; Dr. E. Fullerton Cook, director of the Pharmaceutical Laboratories of the College and chairman of the Revision Committee of the United States Pharmacopoeia; Harrison Hires, vice-president of the Charles E. Hires Beverage Co. of Philadelphia; and William J. Meinel, president and general manager of the Heintz Manufacturing Co., steel and metal manufacturers of Olney, Philadelphia.

To fill a vacancy on the board expiring in March, 1943, the College elected L. Wayne Arny, prominent advertising executive of Philadelphia.

Reservoir of 600,000 job seekers to take place of drafted men

A reservoir of nearly 600,000 job seekers registered with the New York State Employment Service is at the disposal of business and industry to aid in the temporary replacement of National Guardsmen and the men who will be called to the colors in the first draft, the Division of Placement and Unemployment Insurance, State Department of Labor, 112 State Street, Albany, N. Y., announces.

Lambert Pharmacal Co. claims prior use of dandruff headline

Replying to the suit of F. W. Fitch Co. charging plagiarism of Fitch advertising dealing with dandruff removal, Lambert Pharmacal Co. declared in federal court October 15 that it used the disputed headline, "Goodbye Dandruff," years before Fitch did. Lambert also attacked the theory that any one has exclusive rights in "goodbye," which it called the second most common word in the English language.

Indian make-up shades were the theme for Elmo's booth at John A. Brown Co., Oklahoma City

U.S.I. ALCOHOL NEWS

November ★ A Monthly Review of Technical Developments for Chemists and Executives ★ 1940

ALCOHOL BOOSTS POLISH QUALITY

Improves Wetting and Detergent Action, Aids Emulsion Stability

Car and furniture polishes of superior quality can be formulated with the aid of alcohol, it is reported. Polishes consist essentially of a mineral oil, alcohol, and water in an emulsion with a water-soluble gum which acts as an emulsifying agent. The alcohol, it is said, increases the wetting and detergent action of the polish and actually improves the stability of the emulsion. In addition, the alcohol wets the water-soluble gum, increasing its dispersibility. It also acts as a gum preservative to prevent fermentation, which would make the polish useless and cause bulging of metal containers or breakage of glass. A still further advantage of alcohol is that it prevents freezing during storage and transportation. It is said that these advantages can be obtained with as little as 15% solution of alcohol, based on the water content. Solox, U.S.I.'s proprietary alcohol-type solvent, is frequently used in polishes of this type.

Manufacturers of automobile and furniture polishes find many advantages in the use of alcohol. Features of polishes containing alcohol include prevention of freezing or of gum fermentation.

ALCOHOL FINDS COUNTLESS USES IN PHARMACEUTICALS

External pharmaceuticals offer plenty of applications for alcohol, of which tincture of iodine is but a single instance. U.S.I. produces S.D. Alcohol in two formulas authorized for use in this popular antiseptic. 19 formulas of S.D. Alcohol are authorized for use in external pharmaceuticals not U.S.P. or N.F. The rigid care exercised by U.S.I. in the production of alcohol and the testing of denaturants give assurance of the quality needed for the manufacture of external pharmaceuticals.

TECHNICAL DEVELOPMENTS

For further information write U.S.I.

An aromatic chemical now being produced in this country is said to be an almost exact counterpart of jasmone, and to have a more powerful and tenacious odor than the natural product. **(No. 390a)**

A cosmetic container recently patented is said to be designed to hold both perfume and lipstick. It is reported to consist of a perfume flacon with a cap adapted to hold the lipstick. **(No. 391a)**

A synthetic civet powder has 8 times the strength of the natural product, according to the maker. ½ ounce per gallon of alcohol gives a product equivalent in strength to the standard civet tincture, it is said. **(No. 392a)**

Vitamin D is now being manufactured commercially under license at extremely low cost, it is reported. It is said that the product is being used in breakfast cereals. **(No. 393a)**

A printing unit is especially adapted to imprinting code numbers or symbols on labels for the drug, cosmetic, and food industries, according to the maker. **(No. 394a)**

A new concentrate is capable of producing an absorption base with 33 per cent greater water absorption than the usual types, is compatible with both acids and alkalies, it is claimed. **(No. 395a)**

A mint perfume oil is said to be especially suitable for use in men's toilet preparations, such as shaving creams, powders, and after-shave lotions. **(No. 396a)**

A floral oil is said to suggest the odor of spring flowers, such as lilac, lily, and magnolia, and to be adapted for use in perfume extracts, toilet waters, powders, and creams. **(No. 397a)**

An all-purpose cleaner is said to dissolve grease and film and remove dirt from metal, tile, porcelain, painted surfaces, or varnished floors. Maker says that synthetic solvents employed act as antiseptic and deodorant. **(No. 398a)**

U.S.I. ALCOHOL QUALITY AIDS DEODORANT EFFECTIVENESS

Sales appeal of deodorant liquids and creams is boosted by the use of U.S.I. Alcohol. Alcohol in deodorant formulation is useful in increasing evaporation rate and as a solvent for the perfume. 10 formulas of S.D. Alcohol are authorized for use in deodorants.

CHART GIVES DATA ON ALCOHOL-WATER MIXTURES

A convenient chart lists boiling points, dew points, and freezing points of alcohol-water mixtures. For copies of this chart write U.S.I. Ask for Bulletin BP.

U.S.I. INDUSTRIAL CHEMICALS, INC.
60 EAST 42ND ST., NEW YORK (USI) BRANCHES IN ALL PRINCIPAL CITIES
INDUSTRIAL ALCOHOL IN ALL GRADES AND ALL FORMULAS

RECTIFYING PROCESS ASSURES PURITY OF U.S.I. ALCOHOL

No. 5 OF A SERIES ON THE CONTROL AND TESTING OF U.S.I. ALCOHOL

After passing from fermenters to distillation units, U.S.I. Alcohol is *redistilled* in rectifying units to remove the small quantities of impurities that still remain.

As the alcohol runs from rectifying stills through tail boxes, it is constantly checked for proof and purity. U.S.I. Alcohol is a chemical of such exceptional purity that elaborate tests must be applied to assure the maintenance of U.S.I. standards—and many of these tests have been specially developed by U.S.I. out of its long experience in alcohol manufacture.

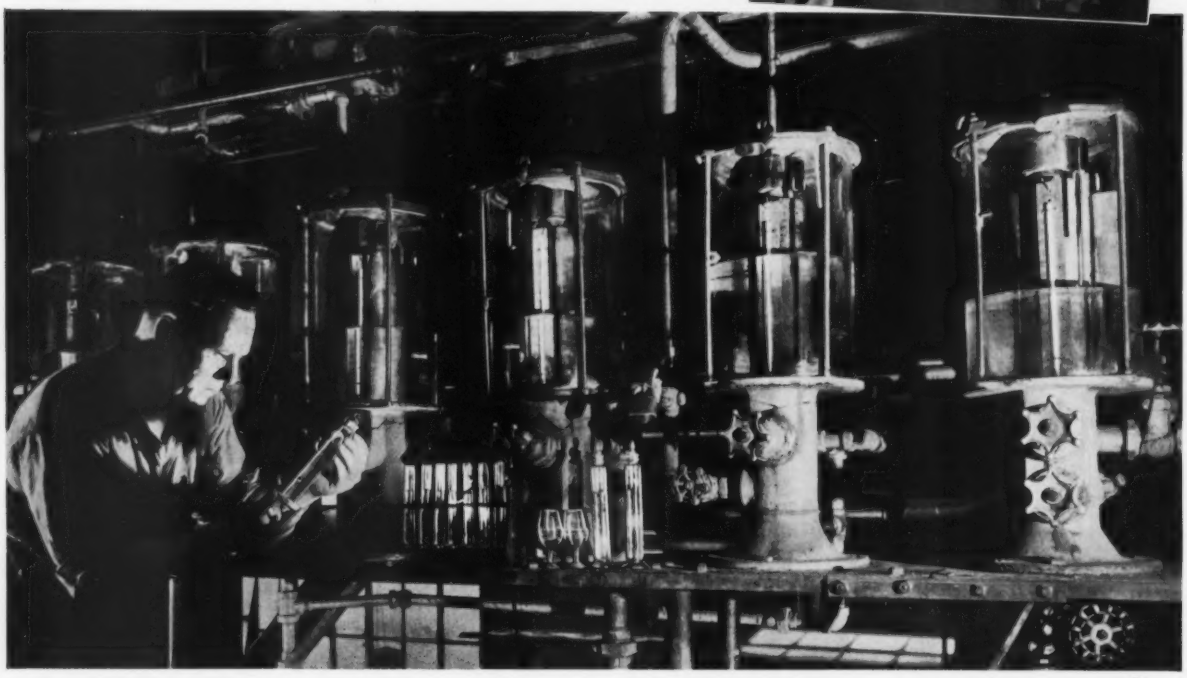
This constant care in manufacturing and testing assures you of the alcohol qualities you want—helps give your product the qualities that will win prestige with your customers.

U. S. INDUSTRIAL CHEMICALS, INC.

◀ One of a group of beer stills in which U.S.I. Alcohol is separated by steam distillation from the residue of the fermentation process.

▶ From the beer stills the alcohol passes to rectifying units, where a second distillation process still further increases the purity.

▼ At the tail boxes, U.S.I. Alcohol is tested for proof, odor, and freedom from impurities.



State officials increasing control over foods, drugs and cosmetics

Consumers are depending upon the state control officials to safeguard their use of foods, drugs and cosmetics, according to E. G. Woodward, food and drug commissioner of Connecticut, who spoke at the 44th convention of the Assn. of Food and Drug Officials of the U. S. at the Jung hotel, New Orleans, La., October 22 to 25. He referred to the broad powers that are given such officials under the state food, drug and cosmetic laws. As to new state laws, he urged that they be in harmony with the federal law so as to bring about uniformity in enforcement.

In the sale of bulk goods by a retailer from a container which is properly labeled, he recommended some modification in labeling requirements so that in the sale of bulk goods, a bag, for example, need not bear ingredient declaration. He urged that customary trade practices should be continued or that a list of ingredients be made available to a consumer on request. He also advocated some kind of registration or licensing to protect legitimate manufacturers and eliminate fly-by-night cheats. He felt that such requirements would strengthen consumer confidence. He also urged full cooperation between federal and state control officials.

Dr. W. G. Campbell, chief of the Food and Drug Administration of the Federal Security Agency, addressed the convention on, "Progress in Food, Drug and Cosmetic Control Under the New Federal Food, Drug and Cosmetic Act."

Dr. Campbell spoke at length on the mandatory requirements of section 201(n) of the new Federal Food, Drug and Cosmetic Act, which provides, in part, that an article may be alleged to be misbranded if the labeling is misleading, and in determining whether the label is misleading there shall be taken into account not only representations made or suggested by statement, word, design, device or any combination thereof, but also the extent to which the labeling fails to reveal facts material in the light of such representations, or material with respect to consequences which may result from the use of the article to which the labeling relates, under the conditions for use prescribed under the labeling thereof or under such conditions of use as are customary and usual.

Dr. Campbell referred to various provisions of the federal act relating to adulteration and misbranding of foods, drugs and cosmetics, reviewing references relating to the name and address of the manufacturer, deceptive containers (panel bottles, false bottoms, fill of container), etc. Special reference was made to section 403(i), which requires a complete list of ingredients to appear in the labeling of fabricated foods; that the reference was specifically adopted for the purpose of having the consumer advised as to what he is eating.

Reference was also made to certain injurious cosmetics, and to the fact that they had been driven off the market; that it was necessary that state control officials watch this activity to estop intra-state sales.

Reorganization of the department under the Federal Security Agency was referred to, and Dr. Campbell indicated that satisfactory progress in the promulgation of legal definitions and standards for food products is being made; that the Act requires a certain procedure which must be carried into effect; that surveys have been made of certain foods, and the establishment of definitions and standards are in progress; that the manufacturers have cooperated wholeheartedly with officials of the Food and Drug Administration.

One of the important matters discussed was the progress in food, drug and cosmetic control under the new state food, drug and cosmetic acts, wherein the state control official or his representative made a report of developments within his state as to activities of the state's control officials. This development was exceptionally interesting, and indicated very plainly the extent of investigations and surveys in the inspection of manufacturing establishments, inspection of retail channels of distribution, sanitary conditions, processes, labeling, etc., now being undertaken by state control officials. It was further indicated that state control officials will unquestionably seek larger appropriations for the maintenance of laboratories, employment of physicians, chemists, pharmacists, cosmeticians, food specialists, inspectors, etc., in the enforcement of the state acts.

B. M. Todd first to receive Consolidated Products pension

A testimonial dinner was given for B. M. Todd, at the Newark Athletic Club, Newark, N. J., on the evening of October 10, by the Consolidated Products Co. Mr. Todd retires after 21 years of service, and is the first employee of Consolidated Products Co. to receive a pension.

A. M. Kahn, president, made the principal address and spoke of the sterling qualities which Mr. Todd possesses. He referred to the high esteem with which he was regarded, not only by the men who were employed by him, but also by those customers who contacted him during his many years in the Newark warehouse.

Following his address, Mr. Kahn introduced C. J. Gale, toastmaster, whose charm and wit further heightened the spirit of the occasion.

Among the guests were included: B. M. Todd's brothers, Joseph Todd and John Todd, and his son, James Todd, as well as many personal friends.

Mr. Todd received a number of gifts, including a fishing rod and traveling bag from the Newark and New York staffs. He was presented with a medal and several diplomas, which reflected upon his prowess as a fisherman and his skill in bowling.

A serious note of the occasion was the reference to Mr. Todd's honesty and integrity, and the explanation that these traits have, in a large measure, contributed to the good will and confidence which the chemical and process industries hold for the Consolidated Products Co.

Mr. Todd turned over the keys of his office as superintendent of the Newark warehouse, to his successor, William Wolf, who recently returned to the Consolidated organization, his first job 20 years ago having been as secretary to Mr. Todd at the first Newark warehouse.

Evening courses in cosmetology at Brooklyn College of Pharmacy

Evening courses in cosmetology which have been conducted with success by Dr. Herman Goodman for several years were resumed at the Brooklyn College of Pharmacy of Long Island University, October 17. Lectures and laboratory work are included in the two courses offered on Thursday evenings: cultural cosmetology and pharmaceutical cosmetics.

University of Buffalo opens 95th session

The ninety-fifth session of the University of Buffalo was formally opened September 23. Chancellor S. P. Capen welcomed the new students at the regular fall convocation.

The School of Pharmacy began its fifty-fifth year. Registration figures available at this time indicate that the registration in the school totals 109. The freshman class of 35 shows a decline from last year when 61 new students registered.

A committee of students is busily engaged in planning for the celebration of National Pharmacy Week, working under the direction of Prof. Lewis G. Freeman.

The death of Charles H. Gauger has left a vacancy in the faculty.

First seizure of cosmetics made under unsanitary conditions

The first seizure of cosmetics under the new Federal Food, Drug and Cosmetic Act on the ground that they were produced or packed under unsanitary conditions was made in Newark, N. J., October 25, by the Food and Drug Administration after an inspection of the factory of the Spark'l Co.'s plant in Brooklyn, N. Y. This company, it is stated, made and shipped the medicated skin cream and brilliantine which were seized.

Howard S. Neiman honored by American Institute of Chemists

Howard S. Neiman, national secretary of the American Institute of Chemists, editor of the *Textile Colorist*, patron and former president of the Municipal Opera Co. of New York City, member of the U. S. Secret Service in the World War, patent, trade mark and copyright attorney and Patent and Trade Mark Editor of THE AMERICAN PERFUMER for many years, was the guest of honor at a testimonial dinner given him by the New York chapter of the American Institute of Chemists at the Chemists' Club November 1.

A reception preceded the dinner, which was attended by about 170, including past-presidents and many distinguished chemists. William H. Gardner, chairman of the chapter, acted as toastmaster. At the speakers' table were: Col. Marston Taylor Bogert; Dr. Maximillian Toch; Howard Neiman; Dr. Harry Lynn Fisher, president of the Institute; W. T. Read, vice-president, dean of the School of Chemistry, Rutgers University; and Robert J. Moore, past president. Telegrams were read from H. G. Knight, chief chemist, U.S. Dept. of Agriculture, Washington; Charles and Jean Richter, Edward L. Gordy, former editor of the *Chemist;* Frederick E. Breithut; Walter S. Landis, American Cyanamid & Chemical Corp.; and Horace G. Byers, first president.

The speakers embraced the opportunity to pay sincere, well earned tribute to Mr. Neiman as a humanitarian and friend; and all gave him due credit for his services in helping to develop the Institute to its present national influence with a membership of more than 1800. It was from Dr. Moore, however, that most of the guests present learned that Mr. Neiman was an alumnus of Lehigh University and was a patron of the opera with the special regard of the younger opera stars.

The final speaker was Mr. Neiman who sketched the history of the Institute from its inception and outlined what it had done to establish the chemist as a professional entity.

J. L. Hindle's London home bombed—how business continues during raids

J. L. Hindle, vice-president, Standard Synthetics, Inc., New York, N. Y., reports that so far his factory in Barnes, West London, England, has escaped damage. In a recent letter, one of his secretaries apologized for a mistake in typing, explaining that a time bomb had just exploded. The letter was dictated and typed during an air raid. Mr. Hindle's co-director, H. Barksfield, mentioned eight customers whose premises had been damaged and who moved to continue business elsewhere.

Mr. Hindle reports that his house in West London was hit. A letter received from London states:

"I now have to inform you that last Wednesday night an incendiary bomb fell on 'Yew Tree Cottage.' It crashed through the roof and penetrated to a back bedroom where it rolled under the bed and started 'doing its stuff.' The fire services did a rapid job and how they discovered the fire so quickly, I do not know. The room, of course, is badly damaged by smoke and water and the burnt out bedding and furniture was carted down to the garden. As we have been having a lot of rain lately, I have placed an old citronella drum from the factory underneath the hole in the roof, until I can get the builders on the job."

The London office of the company received the following tribute from a large firm in Belfast, North Ireland:

"You need not apologize for any slight delay in correspondence. We have sufficient imagination to realize the difficulties under which business in London is being conducted at the moment. If we may say so, we have nothing but admiration for the fortitude with which Londoners are bearing themselves, and we trust if or when the enemy pays us in Belfast a courtesy call, we shall show the same high-hearted gallantry. To come down from matters military to oil of lemon, we are very glad to have procured this, even at a high price and trust the oil will reach us safely."

National Paper Box Mfrs. Assn. to meet in Atlantic City June 8-11

The annual convention of the National Paper Box Mfrs. Assn. will be held at the Traymore Hotel, Atlantic City, June 8 to 11, 1941. A buyers' fair exhibiting machinery in operation and supplies will be held at the same time.

Procter & Gamble Co. offers cash to churches for its labels

Procter & Gamble Co., Cincinnati, Ohio, is offering to pay cash to churches for labels clipped from the wrappers of Crisco, Camay Soap, Ivory Flakes and Oxydol, which are returned to it in batches of 200. No limitation is set on any amount to be collected by a single church. The labels must be submitted by churches and not by individual consumers.

Members of the American Institute of Chemists honored Howard S. Neiman, national secretary, at an informal dinner in the Chemists Club.

COLOR RIGHT

TEXTURE RIGHT

BEAUTIFUL women choose the facial cream with the finest texture and the purest color. Facial cream made with a Beehive Brand Beeswax base has a better chance to meet these requirements.

Beehive Brand Beeswax is 100% pure, it is uniform in texture and perfectly white. Our buyers select it from the finest grade of crude beeswax. It is then tested for purity, quality and uniformity in our own laboratories, and bleached by the sun and air.

Uniformity of Beehive Brand Beeswax will keep your product always up to the high standard you set for it. The quality and uniformity never change. It is entirely free from adulterants and imperfections of any kind. And back of every tablet of Beehive Brand Beeswax stands the reputation of the manufacturer.

WRITE DEPT. A-11 TODAY FOR COMPLETE INFORMATION

BEEHIVE BRAND

Beeswax

WILL & BAUMER CANDLE CO., INC.

Established 1855

Buckley Road, Syracuse, New York

SPERMACETI CERESINE YELLOW BEESWAX

RED OIL COMPOSITION WAXES HYDISTEAR STEARIC ACID

Duval

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Headquarters

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AROMATIC CHEMICALS

NATURAL FLOWER OILS

SYNTHETIC FLOWER OILS

MODERN AND DISTINCTIVE PERFUME BASICS

DISTINCTIVE and CHARACTERISTIC FLAVOR OILS

PERFUMERS' TINCTURES

FIXATIVES (FOR PERFUMERS)

RESINOIDS

TERPENELESS and EXTRA CONCENTRATED ESSENTIAL OILS

FLORAL WATERS OLEO RESINS

FRUIT ESTERS BALSAMS and GUMS

Master Blenders of distinctive and original perfume oils, flavor oils and essences.

We also specialize in the duplication of any perfume or flavor.

Stuyvesant 9-2261-2

Samples and prices gladly furnished on request.

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121-123 East 24th St., New York

COMPAGNIE DUVAL DUVAL TRADE MARK

Obituaries

Mrs. Caroline Colgate

Mrs. Caroline Bayard Colgate, widow of the late Sidney M. Colgate, former president of Colgate & Co., died in New York, Oct. 20. She is survived by a son, S. Bayard Colgate, Orange, N. J., and two daughters, Mrs. Howard Taylor, Jr., of New York, N. Y., and Mrs. Edward P. F. Eagan of Rye, N. Y.

George C. Schuster

George C. Schuster, president of the Peerless Cosmetics Co. of Yonkers, N. Y., died in the Mt. Vernon hospital, October 21, at the age of 48. He established the company of which he was the head in 1923. He is survived by his widow, his parents and two brothers.

Rupert deG. Watson

Rupert deG. Watson, father of Rupert C. Watson, general manager of Firmenich & Co., died Oct. 5 at the age of 82 years, at his home in Clifton, S. I., N. Y. He had been in failing health for the last five months but was ill for only three weeks. Mr. Watson is survived by his widow, his son, Rupert, and a daughter, Mrs. William D. O'Brien.

Trade Jottings

Lentheric's Triplikit contains a full size lipstick, rouge and a compartment for loose powder. The case is gold-plate engraved in a scroll pattern and it graduates in depth from lipstick thickness at the hinge back to wafer thinness at the catch front.

A cow, featured in the milk display of the Borden Co. at the New York World's Fair, was imported to the seventh floor of Bonwit Teller, New York department store, to amuse children and to demonstrate at first hand the effect of Milkmaid cleansing cream, a product claimed to be made of 80 per cent whole milk.

Faberge's Tigress perfume has inspired a Tigress lapel pin in black and gold enamel with rhinestone decoration, created by Silson. In one paw, the tiger holds a cocktail glass which is filled with Tigress-saturated cotton and covered with gold mesh. Faberge uses a tiger-striped motif for its ensemble of Tigress perfume and cologne, in both bottles and packaging. Velvet tops decorate the bottles.

Revlon's new "vamp" shades are Pink Garter, Scarlet Slipper and Black Mask. Pink Garter, a rose shade, and Scarlet Slipper, a scarlet color, are available in cream enamel, Pearl-Glo enamel, lip stick and cheek stick. Black Mask, a black red, comes in cream nail enamel.

Cosmetic Outlet is the name of a new retail store at 1631 N. Wilcox Av., Los Angeles, Cal.

Parfums Ciro reports that its sales of perfume during the summer and early fall have been far in excess of previous years. According to J. S. Wiedhopf, head of the firm that imports Ciro perfumes, all bottles now on sale were brought to this country before the debacle.

Schiaparelli's newest lipstick shade is Stage. It is one of the reds being featured by Schiaparelli in her lecture tour wardrobe.

Yardley & Co. presents Penny Red lipstick, a russet red to wear with browns and greens. Penny Red is available also in cream rouge.

Frances Denney offers two new make-up shades, Cinnamon and Dark Wine. Cinnamon, a red-brown color, is available in lipstick, cream and dry rouge, foundation lotion and face powder. Dark Wine, a deep red shade, is offered in rouge and lipstick.

Marrow's, Inc., of Chicago, Ill., makers of Mar-O-Oil, have added a foamy type shampoo to their line. It comes in two sizes and is retailed through syndicate, drug and department stores.

Lanchere, Inc., is offering a novelty perfume package, By Candlelight, for holiday selling. Three simulated candle vials of perfume are presented in a miniature candelabra, decorated in four colors and encased in a transparent display package. Its usefulness as a candle holder when the perfume has been used is stressed.

Charles of the Ritz is promoting its new Moss Rose line of bath preparations through newspaper copy in pink combined with black and white to produce a wallpaper stripe effect. The wallpaper motif is used for the packaging.

Dorothy Gray's Hobby Horse perfume set is made of bright red foil. The body is a transparent cylinder which holds two bottles of perfume, Nosegay and Elation.

Charbert's new perfume is Amber. It is presented in a variety of sizes.

Jacqueline Cochran Cosmetics Co. uses a miniature glass laboratory for merchandising its newest product, Chromablend, a foundation cream blended to each customer's complexion. The case is approximately 36 x 18 inches overall and is made of plate glass and chromium. An arc at the top is formed by a day and a night light for study of the purchaser's face.

Peggy Sage's Slumber Bundle contains one of her three hand creams and cotton gloves. The pink and silver carton is a special promotion for November.

Barbara Gould is supplying specially designed Christmas wrappings and ribbons to its accounts nation-wide.

Atomette Co., distributors of the purse perfume dispenser, offers several new models. The restyled Atomettes feature a protective cap which keeps the dispensing tip free of tobacco and other particles. Atomettes are being promoted through a national advertising campaign.

Babs Creations, Inc., is presenting a stage-like display for its Gay Whirl eau de toilette. The firm also has a demonstration unit of its line in the lounge of the Roxy Theater in New York, N. Y.

Lucien Lelong offers Tailspin cologne to accompany the perfume launched earlier this year. It is presented in a poker chip package of red, white and blue.

Tussy Cosmetiques has launched a whole line of bath and make-up preparations called Safari. A powder base cream which comes in two shades, fair and medium, is the most recent addition to the group which includes perfume, cologne, dusting powder, bath soap, face powder, rouge, lipstick and nail polish.

Elizabeth Arden presented a fashion show with jewel-inspired make-ups as well as her line of Christmas gifts October 10 when she entertained in honor of her sister, the Vicomtesse de Maublanc. The jewel make-ups are ruby, sapphire, topaz, emerald, aquamarine and amethyst.

Lustrite Corp., distributor of Lustrite Cuticle Ice, announces a new convenient 10-cent size which may be carried in a purse or tucked into a manicure kit. The same coral pink and black labeling is used.

Northam Warren Corp. announces that it will feature its porous polish in heavy magazine and newspaper advertising under the headline "A life-saver for splitting, brittle nails." The company explains that it has been studying the moisture-conveying properties of nail lacquer under different atmospheric conditions and that a porous polish aids the problem of brittle nails, permitting the moisture to pass through the nails.

PROTECT the FRAGRANCE of your FINISHED PRODUCT

with **SHEROLATUM**

THE IMPROVED PETROLATUM, U.S.P.

Try this proven base that is free from odor development—thus preserving the distinguishing fragrance of your product. And count, too, on its excellent blending characteristics; its fine emollient properties for smoothness and uniformity.

Chemists recommend this better base and confirm what we have long maintained: SHEROLATUM meets every requirement for better creams and cosmetic preparations . . . purity, blending excellence, fragrance safety.

WHOLESALE DRUGGISTS! **Sherolatum in lithographed tins makes a profitable resale item**

For complete details write AP-11

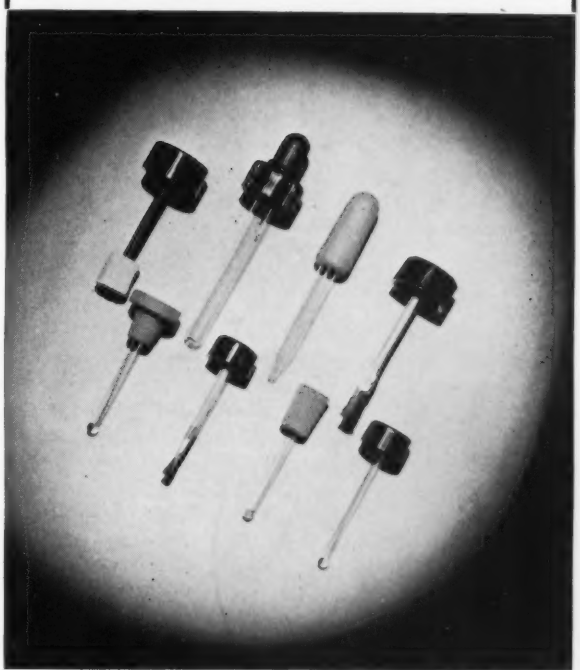
SHERWOOD PETROLEUM COMPANY, INC.

Refiners of American Medicinal and Technical White Mineral Oils, and U.S.P. and Technical Petrolatums

Englewood **New Jersey**

Branches throughout the Nation Refinery, Warren, Pa.

APPLICATORS OF DISTINCTION



GLASS PRODUCTS COMPANY
VINELAND, NEW JERSEY

Tombarel

AN AMERICAN PERFUME LABORATORY

with a background of over 100 years in the production and creation of perfume materials

Our laboratory, established in New York City several years ago, was originally designed to give a more prompt and personal service to TOMBAREL'S customers in this market.

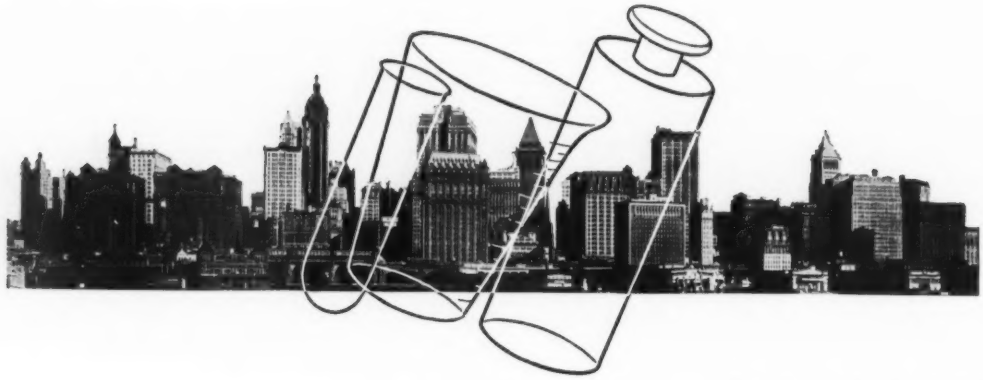
Circumstances have made it particularly fortunate that this laboratory, fully equipped and working parallel to the TOMBAREL laboratories in Grasse, France, could immediately assume the responsibility for service to TOMBAREL'S American customers.

New odor notes of particular interest and value, which have been so recently created in France, can now be promptly supplied from here.

TOMBAREL PRODUCTS CORPORATION

L. J. Zollinger, *President*

9 East 19th Street, New York, N. Y.



Upswing in Raw Material Prices

ESSENTIAL oils, drugs, sundries and a great many other products that go into the manufacture of perfumes, toilet preparations and cosmetics showed increased activity over the past month. The activity was accompanied by a decided upswing in prices. Several of the changes were caused by the coming to fruition of trends which have been casting their shadows for several months. Difficulty in securing replacements in such areas as France, Holland, all of Central Europe and Italy was felt more than when the products originating from those parts of the world had not yet approached the disappearing point here.

Stock in French Colonies

Considerable time and effort has been given by members of the industry in finding a way to obtain various articles from the French colonies since it is a generally known fact that large accumulations of stock are held.

All products of Madagascar were stronger in price. Toward the close, several houses reported that they had no further supplies to offer. Several articles have about doubled in price such as Bourbon geranium, vetiver and ylang ylang.

Normally large quantities of African orange oil are imported into the United States. It has been nearly a year, however, since importers have been able to get shipments and the outlook is clouded. Most all of the animal fixatives which go into the manufacture of perfume display considerable strength. Tonquin musk, civet and ambergris are all closely held.

Various Spanish oils showed signs of strengthening since developments abroad indicated that the country eventually would become involved in the war. Exports from that region to the United States for the first eight months of this year included 28,286 pounds of spike lavender, 15,690 pounds eucalyptus oil, 101,926 pounds rosemary oil, and 551 pounds of rue.

Shortages in Many Lines

Shortages appeared all along the line and there were fears of many other items being added to the list. Prices on gum benzoin have been strengthening gradually. Nearly 100 tons of benzoin are exported annually from French Indo-China. In previous years the greater part of this had been shipped to France. Replacement costs have been increasing steadily and should importers be successful in obtaining future shipments, new goods undoubtedly will cost considerably more. Among other articles displaying considerable strength were henna, orris root, tartaric acid and gum tragacanth. The spot supply of henna leaves and orris root was virtually exhausted and quotations were entirely nominal.

Trade in the aromatic chemical market was brisk. The improvement which started about a month ago brought the October movement close to last year's level.

Practically all of the isolates from essential oils were strong and advancing, but chemicals manufactured from domestic products failed to show any material change.

The upward trend in lemongrass oil likely will be reflected in ionones, citrals, and methyl ionones. Hydroxycitronellal and the various esters deserve close watching because of the upward trend in citronella oil.

Activity in Menthol

Developments in the Far East brought about considerable activity in menthol over the past month. No Japanese material has arrived here in more than a year and because of the high shipping prices quoted, most of the activity was centered on Chinese. The latter has been meeting with increasing favor in this market because of its price and its quality which have been found to be fully as satisfactory as the Japanese material. The heavy demand for Chinese forced prices higher, but in spite of this the article was purchased at prices considerably below the level of the Japanese. The demand cleaned up a good part of the spot supply and there was a considerable amount of forward buying. Consumers were anxious to build up inventories as a precautionary measure.

The market relative to Bourbon vanilla beans was described in the trade as serious. Stocks here were virtually exhausted. No shipment prices were received from Madagascar. Mexican beans were strong. Further advances were noted in sympathy with the strength in Bourbon beans. Tahiti beans were in good demand. Stocks of the latter have been reduced considerably and toward the close there was talk of an early upward movement in values.

Prices on caustic and carbonate potash were extended over the coming year, but manufacturers were reluctant to make any decisions with regard to prices of other chemicals in view of the uncertainty with regard to future costs.

OUR SALES RECORD

Your Guarantee!

Yes, KELTON LIPSTICKS are fully protected by product liability insurance—but the KELTON sales record guarantees you more than a satisfactory product. It guarantees you the consumer appeal so necessary to repeat sales.

KELTON'S customers are as steady as the sales of the lipsticks themselves . . . and for good reason. Houses putting their labels on KELTON LIPSTICKS have come to appreciate through experience that the KELTON repeat-sales claim becomes an *actuality* in retail establishments.

Samples of KELTON LIPSTICKS are yours for the asking. Only by actual test and comparison can you adequately judge them.

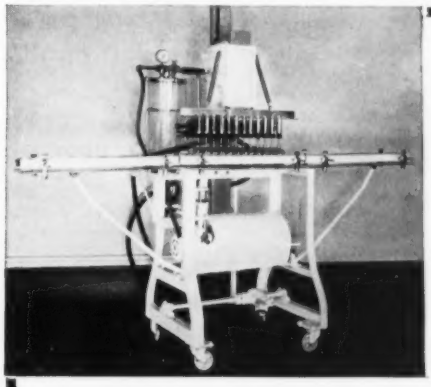
KELTON
COSMETIC CO.

43 West 27th Street
New York, N. Y.

819 Santee Street
Los Angeles, Calif.

Lipstick — Rouge — Eye Shadow — Mascara — Powder — etc.

● HAVE YOU seen the new KELTON Castor Oil Free Lipstick? It has a unique appeal with which you should be familiar.



ERTEL EMSA MODEL

DO IT THE EASY WAY!

The ERTEL EMSA VACUUM BOTTLE FILLER has already increased production, lowered production costs and eliminated "bottlenecks" in many plants.

For use in filling small bottles with perfume, and other light liquids, the ERTEL EMSA VACUUM FILLER has these *plus features:*

● *fills 12 bottles at a time, foot pedal connecting spout and bottles* ● *lever on top housing raises and lowers spouts to coincide with size of bottles* ● *bottles filled at rate of 3-3½ gallons per minute . . . automatically oiled pump* ● *conveyor folds when machine is not in use, saving floor space* ● *furnished in bronze nickel plated or stainless steel* ● *easy to clean and operate.*

FIND OUT HOW LITTLE THE ERTEL VACUUM FILLER COSTS!

ERTEL ENGINEERING CORP.
Manufacturers and Designers of Liquid Handling Equipment
DEPT. F.—44 MILL STREET, KINGSTON, N. Y.

NEW YORK SHOW ROOM, 40 WEST 48TH ST.

POWCO BRAND
REG. U.S. PAT. OFF.

VERSATILITY

No one soap can suit the needs of the many formulas used in dentifrices and cosmetics. That is why POWCO BRAND Neutral Soaps cover a wide range of titres, etc., to meet the requirements of *your* special formula. This POWCO versatility insures your receiving a soap that will meet the physical and chemical characteristics of your particular needs. Let us send you samples of POWCO Soaps in either powdered, flake or chip form. This will give you the best means of comparing POWCO BRAND Neutral Soaps with other soaps on the market.

POWDERED NEUTRAL SOAPS

TESTED PERSIAN QUINCE SEED

CONCENTRATED SHAVING CREAM BASE

JOHN POWELL & CO.
114 East 32nd Street,
New York City.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	$2.75@	$3.00
S. P. A.	3.00@	3.25
Sweet True	.80@	.85
Apricot Kernel	.40@	.50
Amber rectified	.85@	1.00
Angelica root	60.00	Nom'l
Anise, U. S. P.	.95@	1.25
Aspic (spike) Span.	1.10@	1.55
Bay	1.25@	1.35
Bergamot	12.00	Nom'l
Artificial	3.25@	6.00
Birch, sweet	1.55@	2.75
Birchtar, crude	.28@	.30
Birchtar, rectified	.90@	1.00
Bois de Rose	1.70@	2.00
Cade, U. S. P.	.40@	.48
Cajeput	.65@	.80
Calamus	8.00	Nom'l
Camphor "white"	.52	Nom'l
Cananga, Java native	1.85@	2.25
rectified	2.15@	2.60
Caraway	5.25	Nom'l
Cardamon, Ceylon	15.50@	18.00
Cassia rectified, U. S. P.	1.65@	1.80
Cedar leaf	.65@	.90
Cedar wood	.22@	.40
Celery	12.00@	15.00
Chamomile (oz.)	5.00@	7.00
Cinnamon	8.00@	16.25
Citronella, Ceylon	.36@	.38
Java	.37@	.40
Cloves, Zanzibar	1.15@	1.25
Copaiba	.55@	.70
Coriander	13.75@	20.00
Croton	2.75@	3.25
Cubebs	3.10@	3.50
Cumin	7.85@	8.50
Dillseed	5.00	Nom'l
Erigeron	2.20@	2.75
Eucalyptus	.72@	.80
Fennel, Sweet	2.00@	2.55
Geranium, Rose, Algerian	8.25@	10.00
Bourbon	8.50@	9.80
Turkish	2.75@	2.85
Ginger	5.00@	5.75
Guaiac (Wood)	3.50	Nom'l
Hemlock	.90@	1.10
Juniper Berries	6.00@	6.25
Juniper Wood	.50@	.60
Laurel	4.75@	5.00
Lavender, French	3.75@	7.00
Lavandin	4.00	Nom'l
Lemon, Italian	5.00	Nom'l
Calif.	3.25@	
Lemongrass	.85@	1.00
Limes, distilled	5.25@	6.00
express	8.00@	8.50
Linaloe	1.45@	1.85
Lovage	85.00@	95.00
Marjoram	6.00@	10.00
Neroli, Bigrade, P.	275.00@	290.00
Petale, extra	325.00@	350.00
Olibanum	5.25@	5.75
Opopanax	12.00	Nom'l
Orange, bitter	3.25@	3.75
sweet, W. Indian	2.50@	2.80
Italian	8.00	Nom'l
Spanish	4.00@	4.75
Calif. exp.	2.00@	
Orris root, con. (oz.)	8.50	Nom'l
Orris root, abs. (oz.)	35.00@	56.00
Orris liquid	18.00@	25.00
Pennyroyal Amer.	2.65@	3.00
European	2.55@	2.80
Peppermint, natural	2.40@	2.50
redistilled	2.65@	2.85
Petitgrain	1.45@	2.00
Pimento	3.00@	4.75
Pinus Sylvestris	$2.50@	$3.00
Pumillonis	3.25@	4.00
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French	.70@	.80
Spanish	.60@	.68
Sage	2.75@	3.00
Sage, Clary	30.00	Nom'l
Sandalwood, East India	5.50@	6.00
Australia	5.80@	6.00
Sassafras, natural	1.20@	1.35
artificial	.80@	.83
Snake root	9.50@	11.00
Spearmint	2.45@	2.80
Thyme, red	1.30@	1.70
white	1.60@	2.00
Valerian	14.00	Nom'l
Vetivert, Bourbon	5.25@	6.00
Java	4.25@	7.00
Wintergreen	3.35@	8.00
Wormseed	3.75@	4.25
Ylang Ylang, Manila	24.00	Nom'l
Bourbon	8.00@	10.00

TERPENELESS OILS

Bay	2.25@	3.00
Bergamot	20.00	Nom'l
Clove	3.00@	4.75
Coriander	45.00@	50.00
Geranium	8.00@	12.50
Grapefruit	60.00@	65.00
sesquiterpeneless	85.00@	
Lavender	10.00@	16.50
Lemon	17.00@	23.00
Lime, ex.	60.00@	65.00
Orange, sweet	100.00@	120.00
bitter	98.00@	115.00
Petitgrain	2.65@	3.75
Rosemary	5.00@	6.25
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang Ylang	28.00@	35.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.50@	2.00
Acetophenone	1.35@	2.00
Alcohol C 8	8.50@	10.00
C 9	22.00@	35.00
C 10	20.00@	
C 11	17.50@	19.00
C 12	7.25@	15.00
Aldehyde C 8	22.50@	28.00
C 9	23.00@	30.00
C 10	29.00@	35.00
C 11	18.00@	20.00
C 12	23.00@	28.00
C 14 (so-called)	10.00@	
C 16 (so-called)	10.00@	13.00
Amyl Acetate	.50@	.75
Amyl Butyrate	.90@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.00@	1.75
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicylate	.75@	.90
Amyl Valerate	1.80@	2.10
Anethol	1.05@	1.30
Anisic Aldehyde	2.80@	3.20
Benzophenone	.90@	1.30
Benzyl Acetate	1.50@	
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.85@	1.75
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	5.25@	6.50
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	10.25@	12.30
Benzylidenacetone	2.00@	3.10
Borneol	1.75	Nom'l
Bornyl Acetate	1.50	Nom'l
Bromstyrol	3.75@	4.25
Butyl Acetate	$0.08½@	$0.14½
Butyl Propionate	2.00@	
Butyricaldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	3.00@	3.85
Cinnamic Aldehyde	1.00@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.00@	2.80
Citronellal	.85@	1.65
Citronellol	1.90@	2.30
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	.95@	1.50
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	6.00@	6.50
Eucalyptol	.90@	.95
Eugenol	1.80@	2.10
Geraniol, dom.	1.15@	3.50
Geranyl Acetate	1.65@	2.25
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	3.15@	3.50
Hydrotopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.25@	6.00
Indol, C. P. (oz.)	2.80	Nom'l
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.00@	2.85
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	2.65@	4.50
Iso-safrol	2.00@	
Lina'ool	3.00@	4.75
Linalyl Acetate 90%	2.50@	4.00
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.50@	3.65
Chinese	3.35@	3.45
Synthetic	2.50@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.20@	3.25
Methyl Benzoate	.75@	1.75
Methyl Cellulose	.70@	.75
Methyl Cinnamate	2.65@	3.00
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptine Carbonate	28.00	Nom'l
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	2.25@	5.00
Methyl Phenylacetate	1.60@	2.25
Methyl Salicylate	.35@	.40
Musk Ambrette	3.60@	4.00
Ketone	3.75@	4.10
Xylene	1.10@	1.40
Nerolin (ethyl ester)	1.35@	1.80
Nonyl Acetate	.40@	.45
Octyl Acetate	.30@	.35
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	5.00@	8.50
Phenylacetaldehyde 50%	3.00@	4.50
100%	4.10@	7.25
Phenylacetic acid	2.00@	3.75
Phenylethyl Acetate	2.45@	5.00
Phenylethyl Alcohol	2.30@	3.10
Phenylethyl Anthranilate	16.00@	

[Continued on p. 78]

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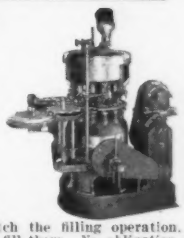
Such underfilling, unavoidable because of manufacturing variations in container capacities, is completely prevented by the new FMC Special Filler which gives you

NEW "*Predetermined Level*" FILLING

Fills 100 or More 1-Ounce Jars Per Minute TO UNIFORM LEVEL



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[Continued from p. 76]

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Phenyl Valerianate	16.00@
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Phenylpropyl Alcohol	3.75@ 6.30
Phenylpropyl Aldehyde	7.75@ 10.25
Rhodinol	20.00@ 24.00
Safrol	1.00@ 1.10
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Skatol C. P. (oz.)	6.00@ 10.00
Styralyl Acetate	6.75@ 10.00
Styralyl Alcohol	10.00@ 14.00
Terpinyl Acetate	.80@ 1.20
Terpineol, C. P.	.26@ .40
Thymene	.45@
Thymol	1.50@ 1.70
Vanillin (clove oil)	2.60@ 2.75
(guaiacol)	2.50@ 2.65
Lignin	2.50@ 2.65
Vetivert Acetate	23.00@ 28.00
Violet Ketone Alpha	5.00@ 10.00
Beta	5.50@ 8.00
Methyl	5.25@ 8.00
Yara Yara (methyl ester)	1.50@ 1.75

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Tonka Beans, Surinam	.80@ .85
Angostura	2.40@ 2.65
Vanilla Beans	
Mexican, whole	8.25@ 8.50
Mexican, cut	8.25@ 8.50
Bourbon, whole	8.20@ 8.50
South American	8.00@ 8.25
Tahiti	4.00@ 4.50

SUNDRIES AND DRUGS

Acetone	.06¼@ .08¼
Almond meal	.25@ .27
Ambergris, ounce	20.00@ 22.00
Balsam, Copaiba	.25@ .27
Peru	.70@ .80
Beeswax, bleached, pure, U.S.P.	$0.40@ $0.42
yellow, refined	.33@ .35
Bismuth sub-nitrate	1.48@ 1.50
Borax, crystals, carlot, ton	48.00@ 58.00
Boric acid, ton	125.00@140.00
Calamine	.18@ .20
Calcium, phosphate	.08@ .08¾
Phosphate, tri-basic	.09@ .10
Camphor	.90@ .98
Domestic	.62@ .75
Castoreum	14.00@ 26.00
Cetyl Alcohol	.95@ 1.75
Pure	1.75@ 2.15
Chalk, precip.	.03½@ .06½
Cherry laurel water, din.	4.75@ 5.25
Citric Acid	.21@ .21½
Civet, ounce	12.75@ 15.00
Clay, Colloidal	.07@ .15
Cocoa butter lump	.15@ .25
Cyclohexanol (Hexalin)	.30@ .50
Fuller's Earth, ton	15.00@ 33.00
Glycerine, C. P. drums	.12½@ .15¼
Gum Arabic, white	.32@ .34
Amber	.15@ .17
Gum Benzoin, Siam	2.00@ 3.10
Sumatra	.26@ .30
Gum galbanum	.98@ 1.15
Gum myrrh	.50@ .60
Henna powd.	.40 Nom'l
Kaolin	.03@ .05
Labdanum	3.25@ 5.00
Lanolin, hydrous	.25@ .30
anhydrous	.27@ .30
Magnesium, Carbonate	.09@ .10¾
Stearate	.24@ .27
Musk, ounce	32.50@ 38.00
Olibanum, tears	.35@ .40
siftings	.10@ .15
Orange flower water, gal.	1.50@
Orris root, powd.	.75@ .85
Paraffin	.06¼@ .09
Peroxide	1.10@ 1.75
Petrolatum, white	.06¼@ .08½
Quince seed	1.50@ 2.00
Rich starch	$0.08@$0.9½
Rose leaves, red	3.00@ 3.50
Rose water, din.	4.75@ 5.00
Rosin, M. per cwt.	2.48@
Salicylic acid	.35@ .40
Saponin	3.00@ 3.25
Silicate, 40°, drums, works, 100 pounds	.80@ 1.20
Soap, neutral white	.20@ .25
Sodium, Carb. 58% light, 100 pounds	1.35@ 2.35
Hydroxide, 76% solid, 100 pounds	2.60@ 3.75
Spermaceti	.22@ .24
Stearate zinc	.24@ .26
Styrax	.75@ .85
Tartaric acid	.41¾@ .42¼
Tragacanth, No. 1	3.25@ 3.50
Triethanolamine	.34½@ .42
Violet flowers	1.80@ 2.00
Zinc Oxide, U. S. P. bbls.	.09¾@ .15

OILS AND FATS

Castor No. 1, tanks	.09½@
Cocoanut, Manila Grade, tanks	.02⅞@
Cocoanut Oil, tanks	.06¾@
Corn, crude, Midwest mill, tanks	.05⅛@ .05¼
Corn Oil, distilled, bbls.	.07⅝@ .07⅞
Cotton, crude, Southeast, tanks	.04¼@ .04½
Grease, white	.04¼ Nom'l
Lard	.05⅜@ .08½
Lard oil, common, No. 1 bbls.	.07@
Palm, kernel, bulk, ship	Nominal
Palm, Niger, drums	.03¾ Nom'l
Peanut, refined, barrels	.07½ Nom'l
Red Oil, distilled, tanks	.05¾@
Stearic acid Triple pressed	.11¾@ .12¾
Saponified	.12@ .13
Tallow, acidless, barrels	.07@
Tallow, N. Y. C. extra	.04¼@
Whale oil, refined	.09⅛@

Cosmetics in 1950

INSTEAD of 37,000,000 women over 18 years of age spending $7 apiece as was the case a year or so ago this same number of women (not allowing for a growth in population) will quite likely spend $10 or $12 apiece ten years from now. The only possible obstacle to this increased consumption would be a wave of Puritanism which might sweep over the country or a reincarnation of the black frocked and long-haired gentlemen of 1840.

I can hardly believe that the hunger for beauty will be less in 1950 than it is in 1940. This applies not only to men and women themselves but designers and creators will strive to improve the appearance of bottles, containers, boxes and such things. As for certain oils and raw materials so essential to fine perfumery, which hitherto were only obtainable from parts of Europe, I feel confident that these carefully developed and nurtured flowers will be grown in this country. There is no reason why it should not be so inasmuch as we have such a diversity of climate and soils.

Although great fortunes are going down and probably will be still further equalized in years to come, the standard of living of the average person is going up. To live better is a yearning on the part of all. If the volume of cosmetics and toilet goods reaches the total of $200,000,000 this year, I think that with all things being equal we can look forward to a figure of $250,000,000 in 1950.—*Herman Brooks, in a speech before the N. W. D. A.*

Synthetics Used in Perfumery

(continued from p. 27) carbon, have a musklike odor, where as the civet quality prevails in those having 17 members. The presence of oxygen is unnecessary, for cyclic imines have the same musklike odor; however, two oxygen atoms connected by ether linkages may well be present.

Two general procedures are used for the formation of large rings—the high dilution method and the radical interchange method. In the former, the reaction is carried out in such a way that only a few molecules are in the mixture at a given moment; consequently, it is more probable that each will react with itself rather than with another molecule. By this procedure, lactones and ketones are secured, the ketones being obtained by hydrolysis and decarboxylation of the iminonitriles formed from α-ω-dinitriles (Ziegler's procedure).

The radical interchange method is used for securing esters; it consists essentially of the formation of a high polymer from a polymethylene glycol and ethyl carbonate, with subsequent depolymerization in a molecular still.

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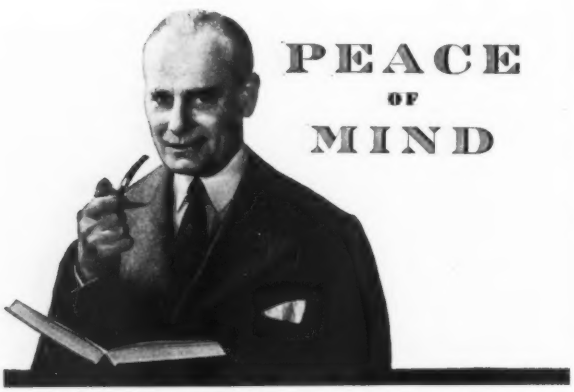

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, and MARCH 3, 1933, of THE AMERICAN PERFUMER, published monthly at New York, N. Y., for October 1, 1940.

STATE OF NEW YORK }
COUNTY OF NEW YORK } ss.:

Before me, a notary public in and for the State and County, aforesaid, personally appeared J. H. Moore, who, having been duly sworn according to law, deposes and says that he is the Publisher of THE AMERICAN PERFUMER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, J. H. Moore, 9 East 38th Street, New York, N. Y. Editor, William Lambert, 9 East 38th St., New York, N. Y. Managing Editor, none. Business Manager, Harland J. Wright, 9 East 38th St., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)
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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

HARLAND J. WRIGHT.
(Signature Business Manager)

Sworn to and subscribed before me this 19th day of September, 1940.
ANNA L. HARTMANN.
(My commission expires March 30, 1941.)

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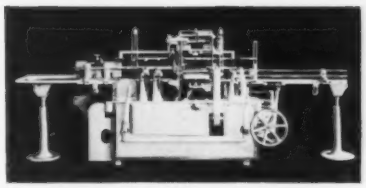

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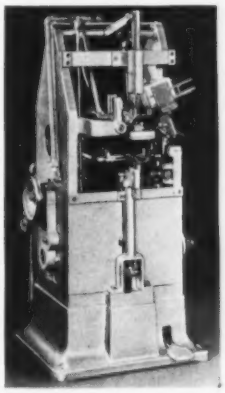

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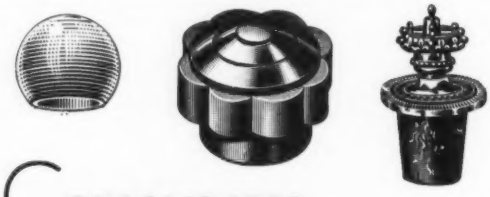

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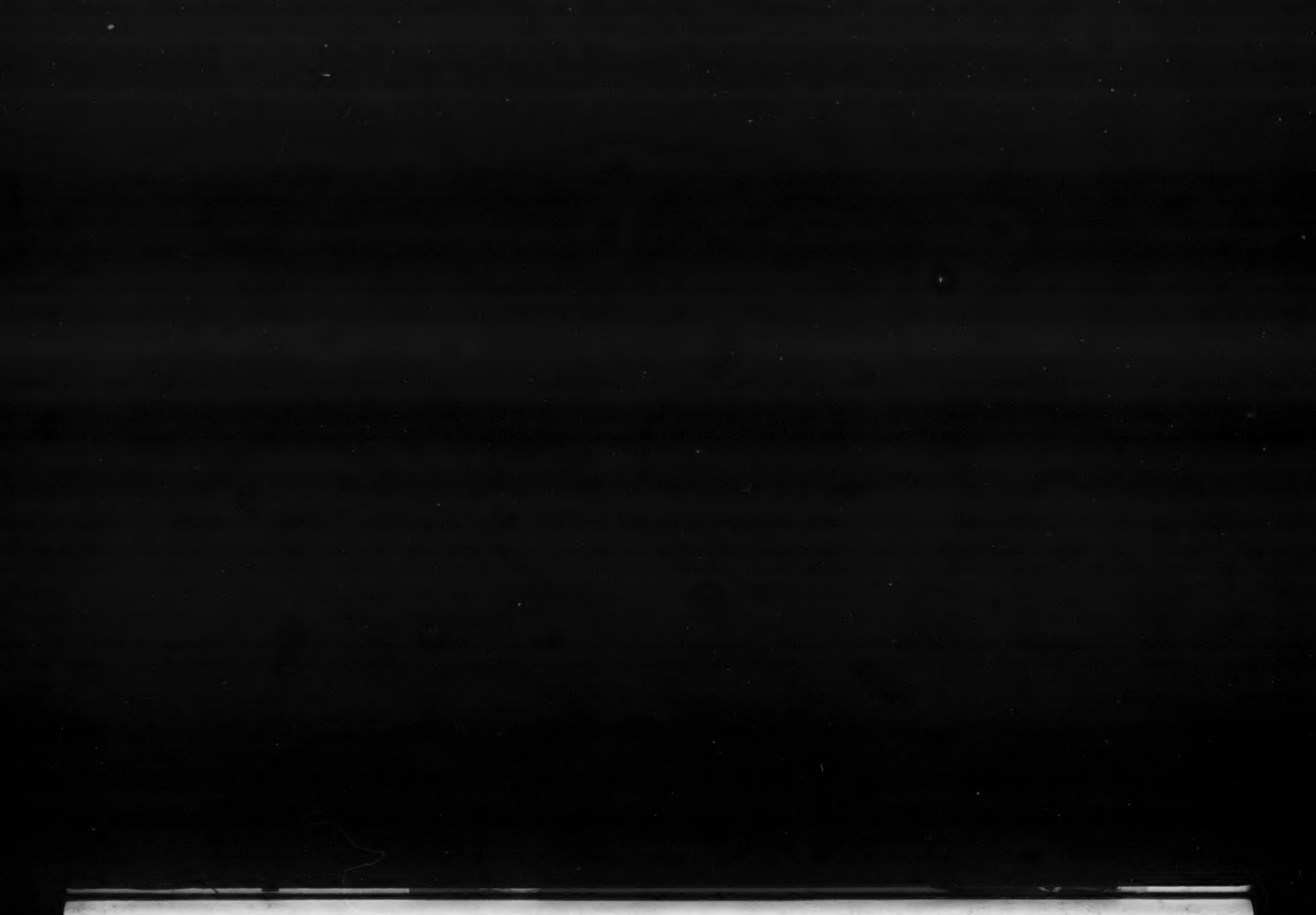
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